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BROADCASTING TELECASTING

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21ST year

TECHNOLOGY DEPT.

In New York, America's richest market, only three tv stations— three high-priced, network stations— draw more nighttime audience than

WOR-tv channel 9

FEB 25 1952
DETROIT

New York's youngest telecaster, WOR-tv, continues to pull the city's fourth largest nighttime audiences . . . topping a key network station and drawing more viewers than any other independent tv station in New York.*

One channel 9 show, "Trapped"—a low-cost, live, mystery drama—draws more New York audience than 46 sponsored nighttime shows aired on 4 network stations! And 28 of these shows are carried nationally. (Telepulse—Jan. 1952)

Everything about channel 9 is bigger and better than ever. Audiences are bigger . . . power is greater . . . studios are the *best* in television. Only rates have remained the same — still the lowest in television.

*Telepulse — Jan. 1952. Based on channel 9's nighttime operating hours

CHECK WLS TODAY FOR

8 Great Selling Opportunities

News—stepped up by two giant political conventions coming up, by a lingering war situation—is more in demand than ever before!

And in the WLS-blanketed Chicago-Midwest, that demand results in larger and larger WLS listening audiences—in two *more* news broadcasts added to the already fast-selling WLS schedule.

Check today on availabilities adjacent to or within one or more of these WLS newcasts. Some are sold but you'll find a profitable opening for your product somewhere in these eight great sales opportunities:

Ervin Lewis

Robert Lyle

Larry McDonald

Al Tiffany

4 top men—Midwest-trained for Midwest listeners — deliver these eight daily newscasts on WLS.

NEWS ON WLS AT

5:45 A.M. 10:15 A.M.
6:45 A.M. 11:30 A.M.
7:30 A.M. 12:30 P.M.
7:45 A.M. 6:00 P.M.
(and 9:45 P.M. on Saturdays)

Watch for News About "OPERATION GROCER 1952"

WLS

The PRAIRIE FARMER STATION

CLEAR CHANNEL Home of the NATIONAL Barn Dance CHICAGO 7

890 KILOCYCLES, 50,000 WATTS, ABC NETWORK—REPRESENTED BY JOHN BLAIR & COMPANY

WSAR
in the
FALL RIVER NEW BEDFORD
MARKET

1 Delivers the Most Coverage

Four stations are in the combined market. WSAR is the only 5,000 watt station. All others are 250 watts or less.

2 Delivers the Highest Ratings

WSAR is the only station of the four which delivers large audiences in each city of the combined market.

3 Delivers Lowest Cost Per M Listeners

Factual proof that you pay less and get more listeners on WSAR than any other Fall River-New Bedford Station.

For Full Information About WSAR in the 49 Largest U.S. Market Contact Headley-Reed Company.

WSAR
Fall River-New Bedford
5000 Watts Are Affiliated

Represented Nationally by
Headley-Reed Company

...hed every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

XUM

J. Gorman Walsh (right), manager of WDEL, receives Marvel Cup Award from Associate Judge of the Supreme Court of Delaware Daniel L. Herrmann, chairman of the board of judges for this year's award.

WDEL AM FM TV
Wilmington, Delaware

WGAL AM FM TV
Lancaster, Pennsylvania

WKBO
Harrisburg, Pennsylvania

WRAW
Reading, Pennsylvania

WORK
York, Pennsylvania

WEST
Easton, Pennsylvania

Steinman Stations proudly salute...

J. Gorman Walsh, manager of WDEL, Wilmington, Delaware, winner of the Chamber of Commerce, Delaware, 1951 Josiah Marvel Cup Award

The Marvel Cup is presented annually to the citizen of Delaware "who has, by selection of his fellow citizens, given outstanding service to the state, the community, society, or his fellow man and has performed something worthy to be remembered."

We are proud of this tribute to our associate, Gorman Walsh. A quotation from the Column of William Penn Frank in the February 4, 1952 issue of the Wilmington Morning News expresses the feelings of all his associates. ". . . . the guy is always working in and for the public interest . . . There is something very honest about his approach to community problems and his integrity is a shining example for us . . . He has given both his radio and television station a policy that these media are more than commercial ventures but rather are dedicated to the good and the welfare of the people in the area."

Clair R. McCollough
General Manager
STEINMAN STATIONS

Represented by
ROBERT MEEKER ASSOCIATES Chicago • Los Angeles • San Francisco • New York

at deadline

CLOSED CIRCUIT

LONG-RANGE prognosis: When FCC finally hands down its TV allocation (target date still mid-March), line-up could well be 4-2. Expected to dissent: Comr. Robert F. Jones, who has favored complete flexibility on legal grounds (i.e., no city-by-city allocations) and possibly Frieda B. Hennock, now violently protesting "inadequate" VHF educational reservations. Acting Chairman Paul A. Walker would concur with majority, but might express chagrin over educational allotments.

NPA's Electronics Production Board has recommended that NPA color TV equipment freeze be retained because of technical manpower shortage. Retention of ban was urged by military, it's learned. NPA will issue decision within fortnight.

NEXT major move in unsettled radio research field may be launching of NBC-Nielsen network audience study, possibly paralleling CBS-Standard Audit & Measurement Services project.

REPORTED ACTIVELY urging appointment of acting Chairman Paul A. Walker to permanent FCC Chairmanship is Sen. Robert S. Kerr (D-Okla.) his close friend and fellow Sooner. Sen. Kerr is owner of KRMG Tulsa, and has application pending for acquisition of control of KTOK Oklahoma City. Sen. Kerr is dark horse in Democratic Presidential sweepstakes, if Truman does not run.

SIDELIGHT in Coy resignation is upsetting of NARTB convention agenda, with ex-Chairman now off Wednesday luncheon billing. NARTB hopes to book new Chairman for spot. Significant tip that Mr. Coy will be in broadcasting field is fact that he advised an NARTB official he probably would attend convention and, if called upon, would make few remarks.

NARTSR beginning to schedule group showings of its new presentation on advantages of national spot broadcasting—radio and television—as an advertising medium, to advertisers and agencies. Preview to some 25 station representatives in New York last week reportedly evoked enthusiastic approval of presentation.

WHEN NEW NARTB TV Review Board holds its organization meeting here next Thursday, one of topics may be proposed revision of code in relation to hard liquor advertisting. In order to assure Congress, notably Sen. Johnson's Interstate & Foreign Commerce Committee, that there will be no quick change permitting liquor advertising, Review Board may recommend stipulation that no change be made in that provision unless ample notice—possibly six months—is given. Presumably this would assuage fears and soften attitude of senators on Johnson-Case Bill, which would ban liquor advertising on radio and TV.

SEN. ED C. JOHNSON (D-Col.), chairman, Senate Interstate and Foreign Commerce Com-

(Continued on page 6)

RCA SEES VAST FUTURE FOR NEW TRANSISTOR

NEW transistor was scheduled for unveiling today (Monday) by RCA, first disclosure company had been working on tiny germanium amplifier. Greater reliability and ruggedness are claimed for RCA's version of transistor.

Dr. E. W. Engstrom, vice president in charge of RCA Labs Div. said, "As the vacuum tube made possible the modern miracles of radio, television and radar, so will this new tool open vast new horizons in the electronics art." He said RCA does not expect transistor to supplant electron tube, predicting market for tubes will increase under full impact of commercial transistors.

He added that transistor will allow development of entirely electronic devices, many of them also requiring tubes. RCA embeds elements of transistor in resin to provide protective case. The RCA point-contact transistor resembles corn kernel. Transistors harness electrons in piece of solid matter whereas tube filaments boil off electrons in vacuum.

BETTER PICTURE TUBES

IMPROVED performance from TV picture tube screens, due principally to development of screen materials with better balanced chemical properties, announced Friday by Radio-TV Picture Tube Div., Sylvania Electric Products Inc. Process being used in all picture tubes produced by Sylvania, to bring greater brightness and to eliminate discoloration during entire tube life. Screens are said to be especially effective when operated with anode voltages lower than 14,000 volts.

WGN-TV RATE BOOST

WGN-TV Chicago ups its basic rates 20% March 1, increasing its Class A hour rate from $1,000 to $1,200. Current rates were effective one year. Station estimates city has 60% TV circulation.

BUSINESS BRIEFLY

L&M PICKS UP OPTION ● Liggett & Myers (Fatima cigarettes) understood to have picked up option on NBC radio recorded symphony—midnight to 6 a.m.—being considered by network for all six of its O&O stations. Agency: Cunningham & Walsh, N. Y.

CHAIN BREAKS FOR NABISCO ● Nabisco Shredded Wheat contemplating schedule of chain breaks on CBS Radio stations following its portion of Arthur Godfrey show (Mon. through Fri., 10:45-11 a.m.). McCann-Erickson is agency.

SPOTS FOR LEVER ● Lever Bros. (Silver Dust) planning radio spot schedule to start in April with 13 and 26-week contracts. Agency, Sullivan, Stauffer, Colwell & Bayles, N. Y.

ALAN YOUNG SHOW ● Lever Brothers (Pepsodent), N. Y., through McCann-Erickson, N. Y., reportedly interested in *Alan Young Show*, on CBS-TV but being dropped by present sponsor (Esso). Additionally, Pepsodent said to be considering possible radio-TV spot announcement campaign for this spring in about 150 markets.

AMERICAN TOBACCO OPTION ● American Tobacco Co., through BBDO, N. Y., understood to have optioned Wednesday 9:30-10 p.m. period on CBS-TV for next season. Advertiser probably would shift its *This Is Show Business* into that spot from Sunday 7:30-8 p. m. and put Jack Benny program in Sunday segment, provided comedian willing to do weekly show.

SATURATION CAMPAIGN ● For second year Baltimore DeSoto dealers bought saturation campaign, on WBAL Baltimore Feb. 15, to announce 1952 models. Success last year induced dealers to spend 65% of total budget

(Continued on page 106)

Exhibitors to Unveil New UHF Gear

NEWEST developments in broadcast and TV transmitting, studio and antenna equipment, including recently perfected UHF gear, to be shown for first time at NARTB convention in Chicago March 30-April 2.

Manufacturers planning to exhibit many heavy items, including cameras, transmitters and radiators. Show will include Exposition Hall in lower lobby of Conrad Hilton Hotel (ex-Stevens) plus entire fifth floor area.

Feature of 1952 show will be joint NARTB-Broadcast Music Inc. display of Americana. Historical musical documents and signatures of signers of Declaration of Independence and Constitution are included in valuable collection, which will be protected day and night by armed guards. Arrangements for feature made by Carl Haverlin, BMI president, and Robert K. Richards, NARTB public affairs director. Group of manuscripts will include reproduction of original "Star Spangled Banner."

Arrangements for equipment displays are nearly complete, according to Arthur C. Stringer, retained by NARTB as exposition manager. Convention delegates will attend buffet luncheon in Exposition Hall March 31, opening day of formal proceedings.

Representatives and other industry groups will have suites at hotel. List of NARTB associate members who have signed for convention participation follows:

Equipment Manufacturers—Andrew Corp.; Collins Radio Co.; Dresser-Stacy Co. (Ideco Div.); Allen B. DuMont Labs, Television Transmitter Div.; Federal Telecommunication Labs; Federal Telephone & Radio Corp.; Gates Radio Co.; General Electric Co., Broadcast & Television Div.; General Precision Lab; Graybar Electric Co.; Kliegl Bros., Universal Electric Stage Lighting Co.; Gray Research & Development Co.; Magnecord Inc.; Musicolor Inc.; Presto Recording Corp.; RCA Victor Div.; Wincharger Corp.

Transcription Co.'s, Program & Film Serv-

(Continued on page 6)

for more AT DEADLINE turn page

at deadline

POPPELE NAMED TO HEAD WOR'S 20-YEAR CLUB

WOR New York instituted 20-Year Club on occasion of station's 30th anniversary Friday, according to President Theodore C. Streibert, who designated J. R. Poppele, vice president in charge of engineering for WOR and WOR-TV, as president of new organization (see anniversary story page 96).

About 5% of AM and TV personnel will be eligible to join new organization, Mr. Streibert said, adding that 23% of WOR employes already belong to station's 10-Year Club, which Mr. Poppele also serves as president.

Employes eligible for 20-Year Club include Joe Bier, Robert Bower, Floyd Bowman, Giff Campbell, Richard Davis, Harold L. Hadden, Philip B. Harkins, Theodore Kasna, Herman Maxwell, Alred W. Nilson, Harold Oliver, Raymond O'Neill, James M. Reid, Cyrus Samuelson, Ralph Schlegel, Charles Singer, James Thibodeaux, David V. Walker and Mr. Poppele.

CONVENTION COVERAGE PLANS EXPLAINED BY A. P.

RADIO coverage of upcoming Presidential nominating conventions will be most extensive in history, John Aspinwall, Associated Press radio news editor, told Chesapeake A. P. Radio Assn. at annual meeting, held at Annapolis, Md. R. C. (Jake) Embry, WITH Baltimore, presided as president of group, which included representatives of stations in Maryland, District of Columbia, northern Virginia and eastern West Virginia.

Chesapeake group will judge annual entries for awards in radio newscast contest staged by Virginia A. P. Broadcasters Assn.

SNADER L.A. SALES $200,000 GROSS CITED

SNADER Telescription Sales, Beverly Hills, will gross in excess of $200,000 in 1952 from TV film rentals in Los Angeles market alone.

Figure is based on contracts now in existence which include a package of 1951 Korda motion pictures leased to KLAC-TV, a group of pre-World War II Korda films sold to KHJ-TV, and library of 200 telescription 3½ minute musicals shared jointly by KNBH and KHJ-TV. In latter deal, consummated last week, KHJ-TV and KNBH share cost on a 50-50 basis at estimated $75,000 for entire library over a one year period, effective March 1. KNBH has been telecasting Telescriptions exclusively up to now.

Other shows included in sales total are *Washington Spotlight*, a 15 minute program filmed in Washington, on KNXT; *Dick Tracy*, which started Feb. 7 on KNBH and *This is the Story*, twice weekly documentary on KECA-TV.

JEWISH APPEAL FILM

TV STATIONS throughout the country to be offered 12 film spots, made in Hollywood recently by prominent film personalities, on behalf of 1952 United Jewish Appeal. The 20-second spots, on 16mm film with sound to meet TV network requirements, publicize $151 million goal in drive to aid settlers in Israel and U. S., distressed Jews in Europe and Near East. Films prepared through Los Angeles United Jewish welfare fund.

In this Issue—

Appointment of permanent successor to Wayne Coy, who quit FCC chairmanship last Thursday then took job with Time Inc., is up in the air. Vice Chairman Paul A. Walker will take over for time being, but whether he or someone else will get the permanent appointment isn't settled. If Mr. Walker is moved up, chances are that Robert T. Bartley, nephew of Speaker of the House Sam Rayburn, will be named to the Commissionership that would be vacant. If not, the choice of permanent chairman may lie among three men well known to industry: Philip G. Loucks, attorney and one-time managing director of NAB; Neville Miller, attorney and onetime president of NAB, and J. Leonard Reinsch, managing director of Cox stations. *Pages 23, 24, 30, 32.*

Two of radio's biggest clients have begun new assaults on radio rates. P&G, the biggest, wants CBS Radio to cut its nighttime rates to daytime levels. General Mills is working up a spot proposal to pay stations half their one-time daytime rates for nighttime spots. *Page 25.*

Advertisers bought $217 million worth of television time in 1951—140% more than in 1950. A preview of an article that will appear in the TELECASTING YEARBOOK for 1952, out the end of this month. *Page 71.*

Liberty Broadcasting System claims it was spiked, sues 13 of 16 big-league baseball teams for $12 million damages for violating anti-trust laws. *Page 27.*

CBS and NBC have revived the big-name talent proselyting of several years ago. The names are the same: Jack Benny, Phil Harris and Red Skelton. In Mr. Harris' case, NBC won out, but Messrs. Benny and Skelton still are being wooed violently by both networks. *Page 29.*

Industrialists are finding it pays off to solicit the good will of the communities in which their plants are situated. And radio is the instrument that does that job best. *Page 26.*

When TV comes in the house, does radio go out the window? Definitely not, according to a survey by WSYR-AM-TV Syracuse. TV owners average better than three hours a day listening to radio. *Page 25.*

Upcoming

Feb. 28-29: Oregon State Broadcasters Assn. annual meeting, Eugene Hotel, Eugene, Ore.

Feb. 29-Mar. 1: Western Radio & Television Conference, 5th annual meeting, Stanford U., San Francisco.

Mar. 3-6: Institute of Radio Engineers national convention, Waldorf-Astoria Hotel and Grand Central Palace, New York.

Mar. 10: FCC-Theatre Television hearing, Washington.

(Other Upcomings page 34)

Closed Circuit

(Continued from page 5)

mittee, wants that hearing on political broadcasts held. Problem is current crowding of committee calendar. However, should Sen. get his way soon enough, one thing which will come up is network policy of demanding pay time by candidates. His speech fortnight ago which criticized networks is tip-off.

NBC'S WNBC and WNBT (TV) New York planning expansion which will focus on new merchandising manager position and include addition of two persons each to local radio and TV sales staffs.

PILOT reel, designed to show stations approach Associated Press will use in its planned television news service, is in final stages. Date for preview is expected to be set soon.

EXPECT National Television System Committee to ask FCC, in about month, for permission to run public tests on compatible, all-electronic color TV system. Purpose is to establish evidence against day (April or even later) NTSC seeks FCC consideration. NTSC engineers are determined to run tests long enough to iron out all bugs.

CONCLUSIVE proof TV has not seriously hurt entertainment industries, except during "novelty" period when set is new in home, to be shown in extensive study covering last three years. Jerry Jordan, Philadelphia researcher, is author of nearly-complete analysis covering all industries involved, including newspapers and magazines.

DON'T write finis on Hadacol. Several proposals to bring back proprietary product in big way, with radio as main promotion medium understood to be in works.

AFRA WINS WGN CASE

ARBITRATION board decided in favor of AFRA last week in the long-standing dispute with WGN Inc. about jurisdiction over TV sound effects men. According to AFRA-TV agreement, sound effects men at dual AM-TV operations hold AFRA cards. AFRA charged after its last contract negotiation with WGN-TV that station delegated TV sound effects to members of IATSE.

Exhibitors

(Continued from page 5)

ices—Associated Program Service Div.; Capitol Records Inc.; Broadcast Div.; Harry S. Goodman Productions; Lang-Worth Feature Programs Inc.; C. P. MacGregor Electrical Transcriptions; RCA Recorded Program Services of RCA Victor Div.; SESAC Inc.; Snader Telescriptions Sales Inc.; Standard Radio Transcription Services Inc.; World Broadcasting System Inc.; Frederic W. Ziv Co.; Screen Gems Inc.; Television Dept.

Service Organizations—Keystone Broadcasting System; Standard Rate & Data Service; Broadcast Advertising Bureau; NARTB Station Relations Dept.; Broadcast Music Inc.

Station Representatives—John Blair Co.; The Branham Co.; George P. Hollingbery Co.; Edward Petry & Co.; The Katz Agency; Paul H. Raymer Co.; Robert Meeker Assocs.; Weed & Co.

Market Research Organizations—C. E. Hooper Inc.; The Pulse Inc.; Standard Audit & Measurement Services.

News Service—Associated Press.

for more AT DEADLINE see page 106

GOOD ... BUT GOOD!

WITHOUT GIMMICKS, GADGETS OR GODFREYS . . .

independent WNEB gets and keeps the audience! These ratings prove that WNEB, with good programming of music, news and sports, tops 3 out of 4 competing network stations at night, and delivers

MORE LISTENERS FROM 8 A. M. TO 6 P. M. THAN 3 OF THESE STATIONS COMBINED!

HOOPER AUDIENCE INDEX

December, 1951

Time	WNEB	Network Station A	Network Station B	Network Station C	Network Station D
Weekday Mornings Mon. thru Fri. 8:00 a.m.-12 Noon	**25.1**	45.1	18.8	4.6	4.6
Weekday Afternoons Mon. thru Fri. 12 Noon-6:00 p.m.	**30.9**	52.3	8.7	4.5	2.7
Sunday Afternoons 12 Noon-6:00 p.m.	**34.7**	29.8	9.3	13.8	8.9
Evenings Sun. thru Sat. 6:00 p.m.-10:30 p.m.	**20.3**	45.0	13.4	10.8	9.3
TOTAL RATED TIME PERIODS	**25.7**	46.6	13.0	7.4	6.0

AN OUTSTANDING BUY . . . MADE EVEN BETTER

Once again WNEB will carry the

COMPLETE HOME AND AWAY SCHEDULE

Of New England's favorite baseball team . . .

THE BOSTON RED SOX!

Yes, in Worcester, independent WNEB gives you consistently good ratings! Most important of all, they're *ratings you can buy* . . . in time periods that are available to you!

WNEB

WORCESTER

MASSACHUSETTS

Represented by: THE BOLLING COMPANY, INC.

Here's PROOF of pulling power:

WIBC—promoted corn picking contest pulls 35,000!

Here's part of the crowd that turned out for the Indiana Mechanical Corn Picking Contest which WIBC conducted at Rushville on October 13th . . . 35,000 people, representing all of Indiana's 92 counties and every adjoining state!

Representatives of every major farm equipment manufacturer were there, too. Said one: "We talked to more prospects in one day than we usually do during a ten-day fair. Sold more merchandise, too!"

Here again is proof that Indiana's *first* and *only* 50 KW radio station enjoys top place in the affections of the 1,077,356 radio families in its 0.5 MV contour area, a loyalty won through intelligent programing and a friendly interest in farm affairs.

That's why one minute announcement at 6 A.M. (Nov. 13, 1951) drew 915 pieces of mail for one advertiser. That's why WIBC can help you, too. See your John Blair man immediately!

JOHN BLAIR & CO.
National Representatives

WIBC 1070 KC
The Friendly Voice of Indiana

WIBC, Inc. • 30 West Washington Street • Indianapolis 6, Indiana

BROADCASTING TELECASTING

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WASHINGTON HEADQUARTERS

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HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28. *HEmpstead 8181;* David Glickman, *West Coast Manager;* Marjorie Ann Thomas.

TORONTO: 417 Harbour Commission, *EMpire 4-4771* James Montagnes.

Annual subscription for 52 weekly issues $7.00.

Annual subscription including BROADCASTING Yearbook (53rd issue) $9.00, or TELECASTING Yearbook (54th issue) $9.00.

Annual subscription to BROADCASTING • TELECASTING including 54 issues $11.00.

Add $1.00 per year for Canadian and foreign postage. Regular issue 35¢ per copy; 53rd and 54th issues $5.00 per copy.

BROADCASTING • Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING •—The News Magazine of the Fifth Estate Broadcast Advertising • was acquired in 1932 and Broadcast Reporter in 1933.

• Reg. U. S. Patent Office

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Where the Meat money goes...

Official government figures* show that over the years people have put down on the counter for meat a remarkably constant percentage of the money they have to spend. The average for meat is around 5½ per cent of the total.

In the boom year of 1929 consumers spent, out of each dollar of spendable income, 5½ cents for meat. In the depression year of 1933 this figure was 5⅘ cents. In the prewar year of 1939 it was 5⅗ cents. In 1950, the latest year for which figures are available, it was 5½ cents.

During this time, of course, meat prices fluctuated widely . . . but well in tempo with changes in the level of general prosperity of the country.

Do Meat Packers' Profits Influence Prices?

The answer is . . . *they do not.* Again, official government figures* (plus a recent Dun and Bradstreet survey) show that out of the average 5½ cents spent at the store for meat, the retailer uses 1 cent to cover all overhead costs and a modest profit, and pays 4½ cents to the packer for meat.

Of this 4½ cents, the packer pays out 3½ cents for livestock, 19/20ths of a cent for all of his costs of doing business . . . labor, freight, taxes and many other expenses . . . and earns *1/20th of a cent as profit.* This may be paid to investors for use of their money, or for improvements, or both. The figures include the value of by-products as well as meat.

The profit obtained by meat packers is so small that it has virtually no effect on the price of meat at retail.

As a matter of fact, if packers made no profit at all, consumers would be unable to see any difference in the cost of living—either in good times or bad.

*U. S. Depts. of Commerce, Agriculture, and Labor.

AMERICAN MEAT INSTITUTE

Headquarters, Chicago • Members throughout the U. S.

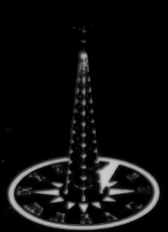
ANY ADVERTISER CAN

AND

MOST ADVERTISERS SHOULD

...USE

Spot Radio



REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

Like the Mountain Goat . . .

who leaps from crag to crag, who finds sure footing wherever he goes—is sure-footed Spot radio.

Do you, as an advertiser, want to watch your footwork in certain markets? Want to skip some open crevices, want to scale some craggy peaks? Easy. Just pick out where you want to go with SPOT RADIO.

And, it's easiest of all when you start your picking on peak stations like these.

SPOT RADIO LIST

WSB	Atlanta	NBC
WBAL	Baltimore	NBC
WBEN	Buffalo	NBC
WGAR	Cleveland	CBS
WFAA	Dallas / Ft. Worth	NBC / ABC
KSO	Des Moines	ABC
WJR	Detroit	CBS
KARM	Fresno	ABC
KPRC	Houston	NBC
KFOR	Lincoln	ABC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
WHAS	Louisville	CBS
WTMJ	Milwaukee	NBC
KSTP	Minneapolis / St. Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	ABC
WTAR	Norfolk	NBC
KOIL	Omaha	ABC
WIP	Philadelphia	MBS
KPHO	Phoenix	ABC
KGW	Portland, Ore.	NBC
WRNL	Richmond	ABC
WOAI	San Antonio	NBC
KOMO	Seattle	NBC
KTBS	Shreveport	NBC
KGA	Spokane	ABC
WMAS	Springfield	CBS
KVOO	Tulsa	NBC
KFH	Wichita	CBS

TEXAS QUALITY NETWORK

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NEW YORK CITY 22
MU 8-0200

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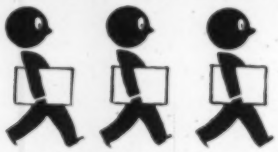
DETROIT • ST. LOUIS • DALLAS
SAN FRANCISCO

WE'VE
BLAZED THE TRAIL TO
150,000
NORTHWESTERN OHIO
HOMES!

FACTS PROVE—over 90% of the 150,000 TV set owners in Toledo and a 10 County area prefer WSPD-TV. This was established by the Research Department of Toledo University in a recent comprehensive area survey. And, 98% of the total sets are in use every evening . . . 50% in the afternoon . . . almost 20% in the morning after only 5 weeks of morning operation. YOU CAN BUY TIME NOW to reach THIS CAPTIVE AUDIENCE in a market over One Billion Dollar Buying Potential. FACTS PROVE—YOUR BEST BUY FOR SPEEDY SALES in Northwestern Ohio is WSPD-TV . . . The Trail Blazer For Your Product.

TV WSPD AM-TV

Represented Nationally by KATZ



agency

HARRY W. BENNETT Jr., account executive, Compton Adv., N. Y., to Sherman & Marquette, that city, as vice president and supervisor in charge of Colgate-Palmolive-Peet account.

CHARLES W. HOYT Co., N. Y., announces following staff changes: R. H. DINGWELL named assistant to president succeeding A. W. FARGO Jr., elected vice president. F. J. BECKER elected treasurer.

ROBERT S. AITCHISON, editor of *Industrial Marketing* magazine, Chicago, has purchased an interest in Shrout Assoc., Chicago agency.

Mr. Aitchison

ALEX COLEMAN elected vice president of R. J. Potts, Calkins & Holden, Kansas City, where he is account executive.

EVERETT H. WOODWARD, partner in Woodward & Co., Binghamton, N. Y., has joined the staff of Aitkin-Kynett Adv., Phila.

GERTRUDE VAN HOOYDONCK of J. M. Mathes Inc. to the copy department of N. W. Ayer & Sons, Phila.

M. PATRICK COYLE, director of product and style research at Opinion Research Corp., Princeton, N. J., to Campbell-Ewald Co., N. Y., as vice president in charge of merchandising, research and marketing.

on all accounts

THERE'S no firmer believer in the axiom that radio is the best advertising medium, from a standpoint of cost-per-thousand contacts and results-per-dollar spent, than William D. Murdock, operator of the Washington advertising agency bearing his name.

He believes this so firmly that he handles nothing but radio and television business and has risen rapidly to a commanding position in the Capital's radio field.

Mr. Murdock comes naturally by his electronic convictions, having sold radio and TV time in Washington for two decades prior to his entry in the agency side of advertising just a year-and-a-half ago.

One of that rare breed of native Washingtonians (born June 5, 1906), he has never left the city for any length of time and wants to stay there. After graduation from Southeastern U.—in Washington, of course—he went into the banking business, standing in a teller's cage. In this capacity he came to know one of the bank's clients, Harry Butcher, then general manager of WJSV (now WTOP) Washington.

That's how he became a salesman at WJSV, working under A. D. Willard Jr., sales manager and later general manager of the then CBS-owned outlet. Along in the early '30s, WJSV hired Arthur Godfrey and put him on instead of Bob Trout as a sunrise disc jockey, moving Mr. Trout into newscasting. The idea clicked and Mr. Murdock had no trouble peddling Godfrey spots at $5 per, soon selling him out. He handled all of the Godfrey selling until the CBS star left for New York.

Mr. MURDOCK

When Mr. Willard became WJSV general manager, Mr. Murdock succeeded him as sales manager and assistant general manager. After 12 years at WJSV-WTOP he joined WOL Washington under the Cowles regime as sales manager and assistant general manager. About that time Bamberger interests were preparing to launch WOIC (TV) Washington, later given the call letters WTOP-TV when the station was purchased by the *Washington Post* and CBS.

Mr. Murdock's television debut at WOIC offered a challenge to his sales prowess, the station being the fourth and last to open in the

(Continued on page 42)

beat

BERNARD C. DUFFY, president of BBDO, N. Y., appointed chairman of the Greater New York Chapter of the President's Committee of the U. of Notre Dame to act as counsel and advisor to the president of Notre Dame.

FRANK LeCOCQ, advertising manager of Pacific Northwest Co., Seattle, to Ruthrauff & Ryan, same city, as account executive.

RICHARD SAUNDERS and THOMAS FORD join Young & Rubicam, N. Y., as producer-director. Mr. Saunders joins agency from CBS Television where he was a director. Prior to his Y&R assignment, Mr. Ford was a director at ABC-TV.

RICHARD H. BELKNAP, Lamb & Keen, Phila., appointed sales and advertising manager of Burton, Parsons & Co., Washington.

WILLIAM E. SURGNER, former contact man with Geare-Marston Inc., Phila., to Gray & Rogers, same city, in similar capacity.

Mr. Surgner

EDWARD D. CUMMINGS, J. Walter Thompson Co., N. Y., to Robert W. Orr & Assoc., same city, as media director.

ROBERT A. SHIELD, Hawaiian Islands broadcaster, to Woodrum, Carney & Staff, Honolulu, as a director of the company.

ROBERT F. GERBER elected vice president of H. E. Westmoreland Inc., which has re-located at 326 W. Michigan St., Duluth, Minn. WILLIAM R. DAVIS joins the agency as manager of media and promotion departments.

GEORGE SELGRAT to Casler, Hempstead & Hanford, Chicago, as public relations representative.

BRUCE K. STABELFELDT, sales promotion and advertising manager of Edward Valves Inc., East Chicago, Ind., to Waldie & Briggs, Chicago, as member of creative staff.

PEG HARRIS, Botsford, Constantine & Gardner, S. F., to Guild, Bascom & Bonfigli, S. F., as assistant account executive and media head.

NORTON B. JACKSON named director of merchandising for Scheideler, Beck & Werner, N. Y.

HAL STARR, general manager, KFGR Forest Grove, Ore., joins Hal Short & Co., Portland, as account executive.

LEONARD KENT to Needham, Louis & Brorby, Chicago, as chief statistician, same post he had at Alderson & Sessions, Phila.

SAM JONATHAN RIKLIN, account executive with Pitluk Adv., San Antonio, Tex., named one of city's outstanding young men in 1951 by Chamber of Commerce.

FRED H. FIDLER, vice president and Pacific Coast manager of J. Walter Thompson Co., was speaker at San Francisco Fashion Group meeting last week on "Television in the Fashion Field."

NAN MARQUAND, actress and manager of her radio-TV package firm, to William H. Weintraub & Co., N. Y., as production assistant for radio and television. JOE SACCO joins agency as copywriter.

RICHARD I. CLARK, research director, Brisacher, Wheeler & Staff, S. F., promoted to radio-TV buyer. Mr. Clark replaces GARRETT HOLLIHAN, resigned. CHARLES H. ROACH, assistant director of research, named research director.

WILLIAM A. FOXEN, Benton & Bowles, N. Y., named associate account executive.

JERRY SEAMAN, radio executive at Bert S. Gittins Adv., Milwaukee, leaves March 2 for month-long tour of 14 Latin American countries. He will help record interviews for Allis-Chalmers Mfg. Co.'s *National Farm and Home Hour* on NBC.

WEIGHTMAN Inc., Phila., has announced removal to new offices on the fourth and fifth floors of 1619 Chestnut St.

here are the CURRENT FACTS on Western New York radio-ratings

99.3%

OF THE TIME

there are more listeners, in 16 counties (including Monroe) tuned to WHAM than to any other radio station.*

That means just one thing— more advertising impact... more sales... on WHAM!

Consult HOLLINGBERY regarding availabilities.

*SOURCE: Pulse, Inc., Area Survey of Oct.-Nov. 1951.

WHAM

The Stromberg-Carlson Station
Rochester, N. Y.

Basic NBC—50,000 watts—clear channel—1180 kc

GEORGE P. HOLLINGBERY COMPANY, NATIONAL REPRESENTATIVE

The WINNERS... America's

Farm editor Bob Nance, center, interviewing Purina feeding advisor Johnny De Busk, left, and Purina store manager Walter Korba in Russiaville, Indiana. Station manager John Jeffrey shown in inset.

WIOU, Kokomo, Indiana

FIRST PRIZE WINNER...

THEY'RE TOPS in promoting the farm radio advertiser's products to America's most important consumer... THE FARMER.

Merchandising the farm radio advertiser's product to rural consumers requires special "KNOW HOW." These winning stations in Ralston Purina's Farm Radio Promotion Contest have this know-how. They give the farm advertiser skillful promotion on and off the air... the kind that builds sales... and makes the cash register ring ... for the advertiser... *and the station!*

THE PURINA FARM RADIO PROMOTION CONTEST

was open to all stations broadcasting a Purina Chows program. Prizes are awarded to stations that did the most consistent, effective and original promotion on Purina radio programs between October 1 and December 15, 1951.

RALSTON PURINA COMPANY
ST. LOUIS 2, MO.

Farm Editor **Harry Martin**
WFBM, Indianapolis, Indiana

TIED FOR SECOND PRIZE...

Manager **Howard Stanley**
WEAM, Arlington, Virginia

TIED FOR SECOND PRIZE...

Best Farm Radio Merchandisers

WWBZ — Vineland, New Jersey
Fred Wood, *General Manager*

WDZ — Decatur, Illinois
Frank Schroeder, *General Manager*

KDET — Center, Texas
Tom E. Foster, *Manager*

KTUC — Tucson, Arizona
Lee Little, *Manager*

WAVU — Albertville, Alabama
Jesse Culp, *Farm Agent*

HONORABLE MENTIONS:

KOLT . . . . Scottsbluff, Nebraska
WIBW . . . . . Topeka, Kansas
KFAB . . . . . Omaha, Nebraska
WJAG . . . . Norfolk, Nebraska
WRAG . . . Carrollton, Alabama
WJAY . . . . . Mullins, Alabama
KSFA . . . . Nacogdoches, Texas

Because of the exceptional quality of all entries, the judges' decision was not easy. The judges ask that we congratulate the many other stations entered in the contest.

HELPING RURAL AMERICA PRODUCE MORE . . .
AND LIVE BETTER . . . SINCE 1894

WBIG
CBS
IN GREENSBORO, N.C.

"The Prestige Station of the Carolinas"

GREENSBORO, NORTH CAROLINA

Look at part of WBIG's potential out-of-home audience! In addition to 186,870 radio homes in WBIG's Sixteen County Market,* there were 279,436 cars Sept. 30, 1951.† The composite result of 4 spot checks** in Greensboro and High Point, N. C., covering 6,474 cars revealed 64.74% equipped with radios.

SOURCES:
* BMB Study No. 2
† N. C. Dept. of Motor Vehicles
Va. Dept. of Highways
** Greensboro & High Point Police Depts.
Member, High Point Fire Dept.
Hege, Middleton & Neal

Represented by Hollingbery

5000 Watts

CBS Affiliate

new business

Spot • • •

SHELL CHEMICAL Co., N. Y., scheduling radio campaign in tobacco area to launch new tobacco plant insecticide. Agency: J. Walter Thompson Co., N. Y.

CORO FASHION JEWELRY, N. Y., starting TV spot test effective today (Monday) on Dallas and Ft. Worth stations for 13 weeks. All three video outlets in the market will be used, KRLD-TV, WFAA-TV and WBAP-TV. Agency: Wyatt & Schuebel, N. Y.

THOM McAN (shoes) planning saturation campaign March 30-April 5 in southern markets. Agency: Neff-Rogow, N. Y.

CUNARD STEAMSHIP LINES, N. Y., looking for spot radio availabilities in major markets only. Agency: Cecil & Presbrey, N. Y.

LOG CABIN BREAD Co., L. A. (Mell-O-Bran bread), started first phase of concentrated radio-TV spot announcement campaign with 222 spots on KHJ Hollywood and KVOE Santa Ana and 35 spots on KNXT (TV) Hollywood. Agency: Dan B. Miner Co., L. A.

AMERICAN OIL Co., Baltimore, looking for radio spots for tentative campaign extending from Maine to Florida. Agency: Joseph Katz Co., Baltimore.

DRAKE AMERICAN Corp., N.Y. (Dairy Box Chocolates), has started spring campaign by purchasing participation time in five different TV shows in N. Y. market. Agency: Abbott Kimball Co., N. Y.

QUALITY IMPORTERS announces completion of spring campaign plans for Welch's Wine involving a half million dollars. Agency: Al Paul Lefton Co., N. Y.

SPANDY Inc., West Orange, N. J., starting March 5 will use a TV spot campaign in Philadelphia, Baltimore and Washington. Agency: Lewin, Williams & Saylor Inc.

Network • • •

PROCTER & GAMBLE Co., Cincinnati, will sponsor Tues. and Thurs. segment of *The Egg and I* on CBS Television, 12-12:15 p.m. EST, effective Feb. 26. Agency: Compton Adv., N. Y.

COLGATE-PALMOLIVE-PEET Co. to replace *Kings Row* on NBC radio Mon. through Fri., 11:30-11:45 a.m. EST, with *Bob and Ray*. Effective date not announced. Agency: William Esty Co., N. Y.

SEARS-ROEBUCK Co., Chicago, sponsoring two shows daily on CBS: *March of Time*, a news broadcast originating from New York, and a program featuring singer Franklin Kennedy, aired from Dallas. Agency: J. Walter Thompson Co., Chicago.

COLUMBIA RECORDS Inc., N. Y., to sponsor Tues. and Thurs. segment of *CBS Television News*, 7:30-7:45 p.m. EST on CBS Television. Agency: McCann-Erickson, N. Y.

AMERICAN BAKERS Assn., Chicago, began sponsorship of *Hollywood Star Playhouse* on NBC radio, Sun., 5-5:30 p.m. EST, effective Feb. 24. Agency: Foote, Cone & Belding, Chicago.

AMANA REFRIGERATION Inc., Amana, Iowa, to sponsor five minute programs preceding Liberty Broadcasting System's 1952 major league baseball on full network. Agency: Rutledge & Shideler, Long Beach, Calif.

Agency Appointments • • •

LEMON PRODUCTS Advisory Board, consisting of lemon processors of California, and with advertising appropriation reported as around $300,000 annually, name McCann-Erickson Inc., L. A.

HORLACHER BREWING Co., Allentown, Pa., names W. Wallace Orr Inc., Phila., effective March 1.

SPRECKELS RUSSELL Dairy Co., S. F., appoints Emil Reinhardt Adv., Oakland, Calif.

INTERNATIONAL Shoe Co., St. Louis, names Henri, Hurst & McDonald.

(Continued on page 93)

ARKANSAS FARMERS LISTEN TO...

KLRA

the station with the greatest daytime coverage in the state of ARKANSAS.

The Arkansas Farm Market is RICH and GROWING!

For the first ten months of 1951 Arkansas farmers received $72,440,000.00 MORE from crops and livestock than they did in 1950. The comparative figures show: For livestock, $172,000,000.00 in 1951 against $139,000,000.00 in 1950; for crops, $241,000,000.00 as against $202,000,000.00. This responsive market—able and willing to buy—is best reached by KLRA . . . the radio station with the greatest daytime coverage!

KLRA *SELLS THESE PRODUCTS TO ARKANSAS FARMERS*

ADKINS-PHELPS SEED COMPANY
ALBERS MILLING COMPANY
ARMOUR & CO.—CLOVERBLOOM 99
ASSOCIATED AUTO COMPANY
BALLARD & BALLARD
CAMERON FEED MILLS
DUTCH O'NEAL MOTORS
ESSO-STANDARD OIL COMPANY
FARMERS INSURANCE GROUP
FARMERS MUTUAL INSURANCE CO.
GOFF WHOLESALE GROCERY COMPANY
HARRIS BUTANE GAS COMPANY
KREY PACKING COMPANY
MAGNOLIA PETROLEUM COMPANY
MATHIESON CHEMICAL COMPANY
MID-STATE TRACTOR COMPANY
MILES LABORATORIES
PAT'S SUPER-MARKET
PHILLIPS PETROLEUM COMPANY
RALSTON-PURINA COMPANY
SAFEWAY STORES, INC.
STALEY MILLING COMPANY
SWIFT & CO.—ALL-SWEET MARGARINE
WRIGHT SERVICE COMPANY

For the Complete KLRA Story Ask any O. L. Taylor Office

10,000 WATTS DAYTIME
5,000 WATTS NIGHT
1010 KC · CBS RADIO

KLRA
LITTLE ROCK

OVER
1,000,000
PER DAY

WRC audience surveys mean something more than passive listeners. Daily and Sunday "circulation" is also measured in terms of results over the counter for advertisers.

Morning, noon and night, Washington area people tune to the continuing editions of WRC-NBC. Combined total listening goes well over nine digits . . . a tremendous audience for your commercial message.

The entire WRC schedule represents a range of programming to fit any sales requirement.

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

FIRST in WASHINGTON
WRC
5,000 Watts • 980 KC

Represented by NBC Spot Sales

feature of the week

WHEN "Pirate Jose Gasper and his Krewe" sailed into Tampa port, staffmen of WFLA-AM-FM Tampa joined the invaders to give that city the most extensive radio coverage of any special event in Tampa's history.

Six announcers, working with remote control equipment, mobile transmitters and handie talkies covered every important point of the "invasion" and the entire Gasparilla Carnival held in connection with the Florida West Coast pageant.

Listeners heard Announcer Gordon Solie, dressed as a pirate of yore, talk above the shouts and gunshots of businessmen-turned-pirates as he clung, sometimes precariously, from rigging of one of the pirate ships.

George W. Harvey, WFLA general manager, supervised the station's planning, production and operations for the event.

Mr. Solie with handie talkie he used aboard pirate ship.

strictly business

ARTHUR BAGGE

RADIO has been hard hit in the household of Arthur Bagge in suburban Wilmette, Ill. That's because Mr. Bagge, a top salesman at Free & Peters' Chicago office, persists in his electrical hobby, and has blown every fuse in the place for the past four weekends.

Nevertheless loyal to the medium which betrayed him, domestically, he sees a bright future for radio even without rose-colored glasses. In his opinion, rising television costs have shown AM as the most economical method of reaching masses of people, the "sell radio" campaign is starting to pay off, and stations' local programming has been materially strengthened.

He attributes a large part of increased spot billings to advertisers who used TV exclusively last year and are now going back into radio with a good portion of their budgets.

Radio, briefly, "has nothing in common with Old Man Mose."

Mr. Bagge has been studying broadcasting's competition professionally for two decades. Before that, as a commercially-minded Delta Sigma Pi at Northwestern U., he majored in commerce and advertising and was business-manager of the *Daily Northwestern*.

One of two students to be chosen after graduation in 1931 by the Dictaphone Co., he took an intensive sales training course at Bridgeport headquarters and returned to Chicago as a salesman, becoming South Chicago district manager before leaving 2½ years later.

Then A. C. Nielsen beckoned Mr. Bagge to sell his food and drug index, and he beat a path from Cumberland, Md., to Denver and from Minnesota to the Gulf for two years, later working directly with Mr. Nielsen in New York as service executive to national advertiser clients. He next joined the Hearst organization, handling the southwest sales territory for the *American Weekly*, where he stayed 11 years until joining Free & Peters in 1948.

Although he was hired as co-

(Continued on page 90)

LOOK AT $AVANNAH
LOOK AT THE No.1 $TATION!

MORE SPOT ADVERTISERS USE
WTOC Exclusively (2 to 1)
because
WHERE IT COUNTS...
WTOC
DOES THE BEST JOB
a. IN SAVANNAH
b. IN CHATHAM COUNTY
c. WITHIN A 50-MILE RADIUS OF THE CITY.

WTOC
SAVANNAH, GEORGIA
5000 W 1290 KC CBS

Represented by
The Katz Agency, Inc.

To sell Cereal to inland Californians

(and western Nevadans)

. . . Be on the Beeline

Cereal or soap, the way to sell in *inland* California and western Nevada is . . . on the BEELINE! It's the five-station radio combination that gives you

THE MOST LISTENERS More audience than the *eleven* other leading local stations needed to cover inland California and western Nevada. **(BMB State Area Report)**

LOWEST COST PER THOUSAND More audience plus favorable Beeline combination rates naturally means lowest cost per thousand listeners. **(BMB and Standard Rate & Data)**

Ask Raymer for the full story on this 3-billion-dollar market—inland California and western Nevada.

McClatchy Broadcasting Company

Sacramento, California Paul H. Raymer, National Representative
Affiliated with Inland California's 3 Leading Papers
THE SACRAMENTO BEE • THE MODESTO BEE • THE FRESNO BEE

KFBK	KOH	KERN	KWG	KMJ
Sacramento (ABC) 50,000 watts 1530 kc.	Reno (NBC) 5000 watts, day; 1000 watts, night 630 kc.	Bakersfield (CBS) 1000 watts 1410 kc.	Stockton (ABC) 250 watts 1230 kc.	Fresno (NBC) 5000 watts 580 kc.

A million people listen to the Beeline every day

NEW
• Takes 7½ sq. ft. of operating floor space — less than half that of most "1-kw's"
• The only "1-kw" with sliding doors — saves over 12½ sq. ft. of operating floor area
• Uses only 4 different tube types — less than half the number used by most "1-kw's"
• Easiest to tune—only one tuning control in entire transmitter
• Low power consumption (3500 watts input at average program level)

Broadcasting's smallest "1-kw" AM, Type BTA-1M. It is completely self-contained! Note new sliding door construction.

1-KW AM

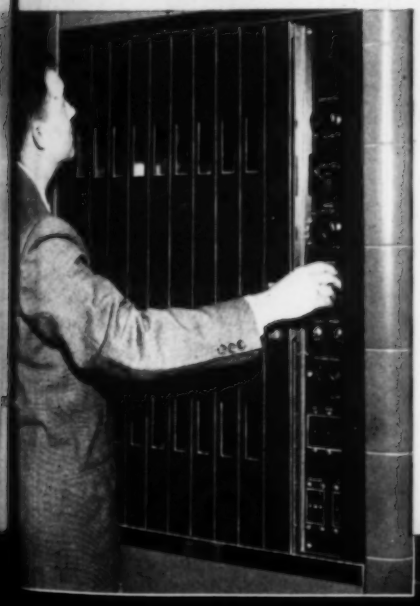
...half the size...better performance

AGAIN, RCA Broadcast Engineering sets the pace—with a superior "1-kw" that takes less floor space *than any 1-kw AM model now available.* Operation is reduced virtually to "switching on" and "switching off." Running expense is next to nothing.

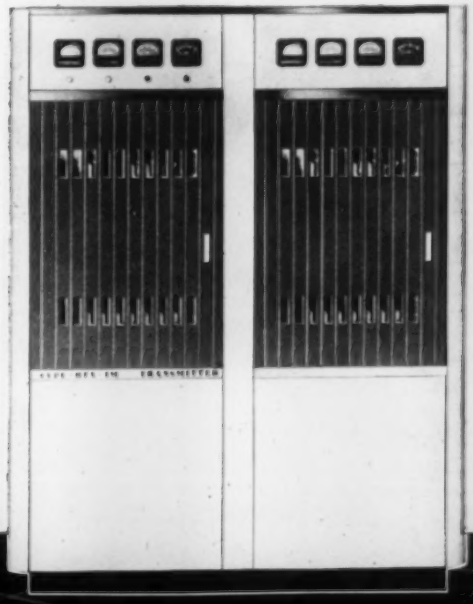
Unlike "warmed over" versions of conventional broadcast transmitters, Type BTA-1M is totally new—from input to output. For example: New type horizontal sliding doors that never extend beyond the cabinet, front or rear—save more than 12½ square feet of operating floor space • One tuning control for the entire transmitter • One power output control • Only 15 tubes used throughout (just 4 types to stock) • The one and only 1-kw AM with an all-aluminum cabinet (transmitter weighs less than half as much as other modern 1-kw's).

Type BTA-1M is ready for immediate shipment. Ask your RCA Sales Representative for complete details!

New, easy-to-reach vertical control panel. Just slide front door to left 4 inches (to automatic stop point). Transmitter interior not accessible until door is moved further left beyond this stop position—when interlocks and grounding switches function.



Matching cabinet(s) are available to house antenna phasing and branching equipment — if your station operates with a directional array.



Rear sliding door design gives operator more elbow room.

RCA

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT CAMDEN, N.J.

Bouquets for W-I-T-H's emphatic selling!

A Baltimore distributor of home appliances writes: "The brisk movement of our product is attributed to a concentrated series of dealer-sponsored spots on WITH. WITH announcers come in for bouquets for their emphatic selling!"

Yes, local folks know advertising media best. And remember, *WITH carries the advertising of more than twice as many local accounts as any other station in town!* That's because WITH produces *low-cost results.*

WITH can do it for you too. Let your Forjoe man give you the whole WITH story.

IN BALTIMORE **WITH**

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE AND COMPANY

BROADCASTING

VOL. 42, No. 8 FEBRUARY 25, 1952

WALKER FILLS IN FOR COY

Bartley Likely Appointee

By SOL TAISHOFF

UNCERTAINTY, unrest and near pandemonium pervaded broadcast circles last weekend with the sudden resignation of FCC Chairman Wayne Coy, effective with the close of business last Thursday.

The resignation came as the FCC was on the last lap of thawing the 41-month-old TV freeze, to establish nationwide allocations and a national policy for television. There was fear that the resignation of the Commission's "strong man" would result in further delays in processing of the allocations which would bring repercussions from members of Congress, goaded by television-hungry constituencies.

Mr. Coy's sudden action was taken to permit him to become a "free agent" in negotiating his return to private industry. He left Washington Thursday afternoon—within four hours of his visit with President Truman—for New York, where on Friday he contracted to become the television consultant of Time, Inc. (see adjacent box). He was accompanied by Philip G. Loucks, Washington attorney, former managing director of the NAB and personal friend.

Interim chairmanship of the Commission immediately fell to septuagenarian Vice Chairman Paul A. Walker. It was thought possible that he would be named Mr. Coy's successor and that a new appointee would be named to the Commission body. The only other Democrat on the FCC, with Mr. Coy's departure, is Commissioner Frieda B. Hennock. It was doubted whether Mr. Coy recommended her appointment—in fact the opposite was believed likely—because of differences of philosophy. Miss Hennock's strong advocacy of generous reservations of television facilities for non-commercial educational stations (she seeks 25% as against the roughly 10% earmarked by the FCC), it is believed, would inveigh against her appointment.

Strongly backed for the Coy vacancy to fill a term as Commissioner which runs until June 30, 1958, is Robert T. Bartley, executive assistant to his uncle, House Speaker Sam Rayburn. Mr. Bartley, who knows the radio ropes, is in his 43rd year. He served with the FCC in 1934-1937 as director of its then Telegraph Division. Afterward he became a vice president of the Yankee Network and, in 1943, joined NAB as director of war activities, leaving in 1947 after serving as FM department director. In 1945 he was an unsuccessful applicant for a station in Houston.

Mr. Bartley has been mentioned for Democratic vacancies on the FCC for several years with the strong endorsement of his distinguished uncle. He has also rallied considerable Congressional and broadcaster support.

Other Names Considered

But there were other names before the President. These were for the chairmanship, however, particularly in the light of Mr. Walker's eligibility for retirement after continuous service on the FCC since its creation in 1934. This list is understood to include:

Mr. Loucks, 52, who served as NAB managing director from 1930 until 1935 and since has been in Washington law practice.

Neville Miller, 58, Washington attorney, close friend and protege of Vice President Alben Barkley; former mayor of Louisville, and

(Continued on page 24)

Coy Joins Time, Inc.; Remains 'Free Agent'

ANNOUNCEMENT will be made soon that former FCC Chairman Wayne Coy has been retained by Time, Inc. as television consultant effective April 1. It is understood the retainer is approximately $25,000.

Mr. Coy will continue to live in Washington and will shuttle between his home and New York.

The arrangement does not preclude his engaging in other activities. It is expected he will acquire an interest in a newspaper in Indiana, his home state, and may also enter other consulting activities.

While no announcement was made, it was learned that Time, Inc. (*Time*, *Life*, *Fortune*) intends filing applications for the maximum number of five television stations in strategic markets. Time, Inc. also may seek to purchase existing broadcast properties. This, presumably, will be Mr. Coy's principal activity. Mr. Coy is a UHF booster and that may be the Time, Inc. pitch. The Washington law firm of Pierson and Ball has been retained by Time, Inc. to handle its communications affairs.

Mr. Coy, long desirous of re-entering the newspaper field at a partnership or ownership level, is known to be considering a possible connection with the *Lafayette* (Ind.) *Journal & Courier*, owned by the family of Henry W. Marshall Jr. This newspaper, with 41,000 circulation, is in Mr. Coy's home state, where he worked on newspapers and held public office. Mr. Coy also might negotiate for acquisition of an interest in broadcast properties, it is thought.

Mr. Coy did not enter into negotiations with Time, Inc. until Friday morning—following his surprise resignation of the preceding day. He left for New York Thursday afternoon with Philip G. Loucks, Washington attorney and friend. A number of proposals had been under consideration by Mr. Coy, it is understood.

Also See . . .

Editorial—Page 24
Capitol Hill Lauds Coy—page 30
Thursday—When The Seat Wore Through—page 30
Text of President's Acceptance of Resignation—page 32
Highlights of Mr. Coy's Government Service—page 32
Biography of Interim Chairman Walker—page 32

WAYNE COY. . . resigns as chairman

PAUL A. WALKER . . . interim chairman

ROBERT T. BARTLEY . . . new Commissioner?

Walker Fills In

(Continued from page 23)

first paid president of NAB (1938-1944). Understood to have been offered a commissionership, Mr. Miller several months ago expressed an interest in the chairmanship.

J. Leonard Reinsch, 43, managing director of the Cox radio and television stations; close personal friend of President Truman; radio director of the Democratic National Committee in the 1944 campaign; radio advisor to the President upon his assumption of office in 1945. Speculation arose in this regard three weeks ago when Mr. Reinsch had a long visit with the Chief Executive.

Another name discussed at the White House, it was learned, was that of Telford Taylor, former general counsel of the FCC (1940-42) who recently became head of the Small Defense Plants Administration. Brig. Gen. Taylor served as chief prosecutor of the Nuremberg trials, and two years ago went into private law practice in New York and Washington. It is understood the President wants to keep him at SDPA, and that Mr. Taylor, who has retained his law office, intends returning to private practice.

There was talk of the possibility of NARTB Board Chairman and General Counsel Justin Miller being called to the post. This, however, was regarded as a "long shot." Mr. Miller, whose plan for eventual retirement from NARTB was evolved at the Bandera, Tex., board meeting a fortnight ago, had been offered the Attorney-Generalship by President Truman, only to see the project abandoned.

Another constantly recurring name was that of former Senator Frank Graham, North Carolina New Dealer, and former president of the U. of N. C. This also fell in the "dark horse" area.

Mr. REINSCH

Mr. MILLER

Mr. LOUCKS

Names of these three men are understood to be on the President's desk for consideration as "permanent" chairman of the FCC. Presumably any appointment would be upon the later retirement of the interim chairman, Paul A. Walker.

* * *

Mr. Coy's summary resignation —unusual in government annals— was regarded as in keeping with his strict sense of ethics. He told BROADCASTING • TELECASTING that he asked for forthwith acceptance of his resignation to permit him to negotiate as a "free agent." He said the "public interest and the private interest might conflict." This led to the speculation that his planned new employment would place him in the present or potential licensee class and that his desire was to leave the FCC before final approval had been given to the highly controverted TV allocations. It was evident that he did not wish to be confronted later with the charge that there had been any "tailoring" of the allocations in anticipation of his future employment.

In terminating his four years as FCC chairman, Mr. Coy told President Truman that his meager resources "are much too near the vanishing point for comfort." The President, in his "Dear Wayne" response, cited the "ironic story" of inadequacy of government salaries and paid to Mr. Coy highest tribute for his stewardship on a job which "required the patience of Job and the wisdom of Solomon, as well as judicial balance, tact, discretion, integrity and common sense." He acclaimed him for a job "well done." (See text page 32).

It has been an open secret that Mr. Coy contemplated relinquishing the FCC post because of his inability, with a $15,000 salary, to adequately provide for his family. He has one son at Amherst and another in prep school.

Mr. Coy, a protagonist of TV from the start of the medium, has been approached several times regarding possible connection with that field through NARTB TV. As recently as a fortnight ago, the question was discussed in preliminary fashion by the NARTB TV Board of Directors. Action was not taken, however, because of the absence from the session of George B. Storer, president of the Fort Industry Co., who, as chairman of an informal committee, was to have discussed the matter with the board. Mr. Storer was in San Antonio at the time of the nearby Bandera meeting (Feb. 13-14), but

(Continued on page 30)

THE IRONIC STORY OF COY . . . . . AN EDITORIAL

WAYNE COY'S resignation as chairman of the FCC was typical of the man. He wanted to be a free agent to negotiate for a position in private business without the involvements of holding public office. So he resigned "immediately"—a resignation accepted by President Truman with great reluctance, but with the realization that he could no longer ask Mr. Coy to continue in office at great personal sacrifice.

The FCC was and is in the throes of winding up a 41-month freeze in TV. Wayne Coy declined to talk terms, while holding office, with any organization or group having a licensee status or potential. It was, therefore, a deed of courage, to leave without a definite commitment—something almost without precedent in our government. Such is his sense of ethics and fairness.

Mr. Coy joins Time, Inc. as consultant—a transaction closed Friday. Time, Inc. has designs on TV operation and, in the last few years, has made unsuccessful passes at network acquisition. He may also satisfy his ambition and become associated in the ownership of a newspaper in his home state of Indiana, some day returning to Federal politics. His Time, Inc. arrangement does not preclude this.

There is concern that Mr. Coy's resignation may further delay the lifting of the TV freeze. That isn't necessarily so. Whoever his successor as chairman (and the logical move would be the temporary elevation of Vice Chairman Paul A. Walker), it should have little bearing on the final allocations. It would take an unusual man, indeed, who, at this late date, would attempt to vote on the allocation, after many months of FCC consideration.

The FCC staff has been working diligently toward a March 15 deadline. It will continue to do so. The Commission has thus far sidestepped political thrusts. It can continue to do so.

Most of the freeze-end job has been done. The final vote hasn't been taken, however. And that is the vote that Mr. Coy felt impelled to avoid before talking private business to private people.

Mr. Coy's departure gives no succor to the educational TV zealots. He felt there was merit to their cause—to the extent perhaps of 10%, if they could make the final showing. We think he was wrong, but it was his mature judgment.

There's no doubt that Mr. Coy was a stabilizing influence, particularly during consideration of the TV allocations. He kept things moving. He gave the staff direction. The groundwork is laid. There's little likelihood of undoing that which has been done.

Mr. Walker's successorship to the chairmanship can be regarded as both automatic and temporary. At 71, he cannot be expected to cope with the rigors of that office for long. He has passed retirement age. It can be expected that he, of his own will, will step aside for a younger man before many months elapse.

If Robert Bartley, Sam Rayburn's nephew, receives the appointment to the Commission, it will be well received. He does not aspire to the chairmanship. His background equips him for a commissionership. He is young, experienced and bright. He knows radio and he knows government.

Those names mentioned for the "permanent" chairmanship would meet general acclaim. Neville Miller or Leonard Reinsch or Phil Loucks. They are experienced hands in broadcasting. They know the regulatory front—from the other side of the fence. They are mature. Any one of them would be a ten-strike.

Mr. Coy left the FCC with Presidential and Congressional acclaim accorded few men. President Truman lamented the inadequacy of government salaries for key men. He called him an "ideal" public servant. He characterized his administration as memorable for efficiency and protection of the public interest.

Hard-bitten Sen. Ed Johnson, chairman of the Senate Committee which sits as the FCC watch-dog, regretted the resignation. He spoke of Mr. Coy's "forthrightness, his great courage, his refusal to bow to all sorts of pressures." He knew of his frail health and his obligation to earn more for his family needs.

Those are the words ringing in the ears of former Chairman Coy. Unusual words even for a job well done.

NEW RATE ATTACK

Readied by P & G, General Mills

ASSAULTS on radio's rates at both the national spot and network levels were being mounted last week by two of radio's heaviest spenders—Procter & Gamble and General Mills.

While No. 1 timebuyer Procter & Gamble sought to push CBS Radio's nighttime rates down to daytime level, General Mills was pitching a national spot campaign which, though surpassing $250,000 in aggregate, offers stations one-half their one-time daytime rates as payment for nighttime spots.

The success or failure of the drives could not be foretold late last week. The only thing on which there appeared to be substantial agreement among observers was that if these demands for special concessions are successful, radio rates generally face another downward spiral. There could be no doubt, it was felt, that all advertisers would level equivalent and perhaps greater demands.

The all-radio Affiliates Committee under Paul W. Morency of WTIC Hartford, formed almost a year ago under the impact of impending network rate cuts, presumably will consider closely the implications of both the P&G and General Mills proposals at its next meeting. This was set last week, independently of news of the two moves, for March 10-11 in New York [B•T, Feb. 18].

Resisting P&G Bid

CBS Radio meanwhile was known to be resisting the Procter & Gamble bid, which involves three-across-the-board nighttime shows that last year represented gross billing exceeding $3.5 million for the network. P&G's chief argument was that the shows—Lowell Thomas (6:45-7 p.m.), *The Beulah Show* (7-7:15 p.m.), and *The Tide Show* (7:15-7:30 p.m.)— have ratings comparable to P&G's daytime strips on CBS Radio and that consequently the time should be priced equivalently.

Though the preliminary discussions were understood to have included at least a tacit threat by P&G to let the three shows drop at the end of current contracts, CBS Radio authorities took the view that in large part the demands constituted jockeying for the best terms possible, rather than an outright threat. As businessmen, P&G officials as well as other advertisers are inclined to dicker, and in the case of P&G have done so traditionally, it was understood.

Since present contracts extend to June 30, it was pointed out, network and client have at least until May 1 to come to terms.

The General Mills plan, described as an unprecedented mass venture in summertime spot advertising and said to have been developing over a period of several weeks, reportedly would give the client the equivalent of approximately a 60% discount. Briefly, the plan was said to work thus:

For a period of 13 to 17 weeks, General Mills would buy five spots a day, on perhaps five or six days weekly, with four of the spots to fall in Class A time and the other to be placed at a time when entire families might be expected to be listening. Though four of the five would be in Class A time, stations would receive one-half their one-time daytime rates for each spot.

For example, it was said, on a station having regular rates of $30 for a nighttime spot and $15 for a daytime spot—with minimum discount price of $22.50 and $11.50 respectively—an order of this volume normally would produce around $101 per day after all regular rate-card discounts. Under the General Mills plan, it was estimated, the yield would be nearer $37.50 per day.

What success the firm has had in its preliminary approaches to stations could not be ascertained. It is reported to have met with some turn-downs.

But the real drive apparently is just getting under way. Knox-Reeves Adv., of Minneapolis, reportedly was preparing to put a timebuyer on the road to take the proposition to stations on behalf of its client, which plans the campaign to promote Wheaties.

Presumably this spot campaign would replace the whirlwind summertime network radio drives which General Mills initiated in 1950 [B•T, March 27, 1950].

Lowry Crites, director of radio and TV programming for the company, said plans call for use of probably 40 to 50 markets, with approximately 900 spots per week per market over a period ranging from about May 4 to Aug. 15. In some cases more than one station per market will be used.

As in the case of its big network summer campaigns, the plan has for stations the attraction of coming in a period when schedules normally are slack and revenues down. But veterans felt stations should be reluctant to entertain it, remembering leaner days when some outlets yielded to the lure of business at cut prices and found themselves faced with similar concession demands from their other advertisers.

Bids For Reduced Rates

Procter & Gamble's bid for reductions in the rates of its nighttime shows on CBS Radio was made in conferences of advertiser and agency officials with President Howard S. Meighan and other key network executives. CBS President Frank Stanton sat in parttime.

Apparently none of the other radio networks has been approached by P&G with similar demands. The company's only nighttime shows are the three on CBS Radio.

With reference to their ratings, advance Nielsen ratings for the week Jan. 6-12 gave Lowell Thomas an average weekly rating of 6.5; *The Beulah Show* 8.4, and *The Tide Show* 7.2.

By comparison—and it is comparability of these shows' ratings with those of P&G daytime strips that is among the company's arguments for comparable time charges —P&G's daytime programs on CBS Radio had the following ratings:

Rosemary (11:45-noon) 5.2; in the 1-2 p.m. block, *Big Sister* had 6.6, *Ma Perkins* 7.0, *Young Dr. Malone* 5.8, and *Guiding Light* 7.0; while *Perry Mason* (2:15-2:30 p.m.) recorded a 7.2 and *Brighter Day* (2:45-3 p.m.) a 6.2.

Agencies on the evening strips are Compton Adv. on Lowell Thomas; Dancer-Fitzgerald-Sample on *Beulah* and Benton & Bowles on *The Tide Show*.

Presumably by coincidence, P&G's and General Mills' moves came only a little less than a year from the time last year's round of reductions in network radio time charges — averaging about 10% — was touched off by CBS Radio's announcement that it would cut rates by that much.

It was not known to what extent, if any, P&G may have been influenced in its present bid by network-affiliate negotiations currently being conducted by NBC radio and CBS Radio—NBC's as yet unsuccessful effort to adjust the network rates of its affiliates according to its basic economic plan, and CBS Radio's renegotiation of affiliation contracts to secure rights to adjust rates on virtually a moment's notice if competitive developments dictate.

While NBC is known to be experiencing difficulty in securing acceptance of its proposed adjustments, CBS Radio officials say they are making satisfactory progress.

Procter & Gamble, year in and year out the top buyer of radio network time, purchased $18,159,695 worth (at gross rates) during 1951, while General Mills was sixth among the top radio network users with purchases totaling $6,490,270 (also at gross rates).

SYRACUSE SURVEY

Reaffirms Radio's Position

RADIO listening continues to play a prominent role in the daily life of TV set owners, averaging 3.07 hours per day per home, according to two separate surveys conducted by WSYR-AM-TV Syracuse.

There's only one activity in the TV home that consumes more of the household's time—viewing TV an average of 4.52 hours per day, it was found.

The continued importance of radio listening was found by contacting a random sample until a thousand TV homes had supplied information on radio and TV listening habits.

E. R. Vadeboncoeur, WSYR vice president and general manager as well as NARTB director-elect, decided to make the study to see if competitive sales arguments of other media had any foundation. Because radio and TV actually are competitors at WSYR, he undertook a documented analysis designed to show the listening picture in the city's 67,000 homes.

He found after contacting 500 TV homes that radio listening has dropped only 30% in television homes, a proportion vastly different from the claims of many advertisers, agencies and printed media. A second survey confirmed results of the first.

These additional results came out of the surveys:

- Combined average attention to radio and TV in TV homes is 7.59 hours per day, indicating TV is supplementing rather than replacing radio as a source of information and entertainment.
- There are more radio sets per TV home than non-TV home—2.4 sets to 2.1.
- Two out of three homes in Syracuse have a TV set.
- Average length of time of TV set ownership in a three-year-old TV market is 15.2 months.

"This analysis demonstrates once again that the only funeral in radio that will occur as a result of television will be the funeral of radio's premature pallbearers," Mr. Vadeboncoeur said.

"While these gentlemen have been letting the fat of long, easy radio profits rush to their heads, instead of having a good, blubbery spare tire around their middles; while they've been trying to bury a 'corpse' which actually has more living guts and fibre than some of those it fattened so well; while they've been going through the same old stupid mouthings as those once indulged in by the people who, a couple of decades ago were wailing that radio was going to kill newspapers and phonograph records; while they have been too preoccupied with wailing because it looks as though they may have to take their chair and basket away from beneath the transom and walk down the street to pick up a little business . . . while all this has been going on, it looks as though the poor, unenlightened public which isn't as razor-keen as some of our broadcasters, has been going on his way, cheerfully en-

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HOW INDUSTRY MAKES FRIENDS BY RADIO

Modern management no longer thinks it wise not to give a hoot what folks think about the industries in their neighborhoods. In Lawrence, Mass., some enlightened industrialists are using radio to build good will and are finding it pays off in many ways.

By GEO. H. JASPERT
PRESIDENT, WCCM LAWRENCE, MASS.

HERE at WCCM we are doing something that is benefitting the station, local industry and the community at large. We have also opened up a new source of revenue for our 1 kw independent.

We are inducing Lawrence industry to utilize the facilities of the local radio station to cement a closer bond of understanding and good will between itself and the people of the community.

In other words, we sell a community's respect for industry.

We know that many nationally known organizations spend millions annually in pursuit of that intangible known as good will. But only recently has industry become interested in the task of securing the respect and recognition of the local community in which manufacturing plants are located.

And those industries which are using the facilities of WCCM to get their good will message across to the public are enthusiastic over the results.

Here's what A. L. Bolton Jr., treasurer of John W. Bolton & Sons Inc., which makes industrial knives and other machinery for industry, says about the program it sponsors on WCCM:

". . . Our seven days a week sports program has repaid us many times in favorable, friendly comment from the people in Greater Lawrence. We don't sell goods to the local consumer; in fact, it is the other way around. We are buying from him his good will for us, through our modest program on WCCM. And that community good will is something that ranks high with the management at Bolton."

The Merrimac Paper Co., a maker of craft paper for industrial users, presents two newscasts daily on our station. Walter West, assistant to the president of that company, said the other day:

"We are an old established firm in Lawrence, and are proud of the many employes who have been with us for years. We are known to many in our city as a long established industry, but we must remember there are growing generations who don't know anything about Merrimac Paper.

"We don't have anything material to sell the listeners on WCCM. What we seek to do is to retain their respect and their good will and to let them know that this industry in their midst is happy to be a part of Lawrence and happy to be an employer of Lawrence labor.

"We like to think that listeners to our WCCM news say, 'Merrimac Paper is a wonderful concern'."

Pacific Mills, one of the East's largest textile manufacturing plants, has been using our station as well as WLAW Lawrence for several years. On ours, Pacific sponsors a half-hour of choir music Sunday afternoons. Emil J. DesRoches, Pacific Mills' public relations and personnel director, has said:

"We think a great deal of the community where our plant is located, and in sponsoring this church choir program we believe we are making a distinct contribution to the educational and cultural values existing in every community. For this modest effort we have won a favorable response. We like local community radio."

Located in a city which for years has been described as the "Textile Center of the World," WCCM is cognizant of the responsibility it has toward management, labor and the industrial community at large.

Our concern—and we might say, also, our pride—in our community was responsible for our launching early last fall a WCCM public service program which is proving an immense good will builder for the station and the community at large.

The program is titled *Greater Lawrence at Work*. Presented as a quarter hour Monday through Saturday, this program seeks to keep the people of this industrial community fully informed on the current industrial and employment picture, as well as the trends for the future. We seek to sift fact

(Continued on page 34)

ONE of WCCM's industrial sponsors is Pacific Mills Inc., whose personnel director, Emil J. DesRoches, is shown signing 52-week renewal contract. At left is Walter West, assistant to the president, Merrimac Paper Co., who signed a similar renewal just before picture was made. Others in picture are Daniel B. Ruggles III, WCCM commercial manager (second from l), and George H. Jaspert, WCCM president.

BASEBALL SUIT

McLendon Asks $12 Million

SUIT for $12 million—triple the business damage allegedly suffered through loss of the *Game of the Day* broadcasts—was filed Thursday against 13 of the 16 major league baseball teams by Liberty Broadcasting System, President Gordon McLendon announced in New York the same day.

Filed in U. S. District Court, Northern District of Illinois, Eastern Division, Chicago, the complaint charged violations of anti-trust laws by the defendants, who, it was complained, "promulgate rules and regulations to which each and all of them agree, regulating, controlling and suppressing competition in the interstate broadcasting of play-by-play descriptions of professional baseball games both in the major and minor leagues."

Coincidentally, Mutual on Thursday announced that it had acquired rights from nine major league clubs for its own *Game of the Day* (story this page).

Second Largest Network

Built on successful sports programming to the point where it identifies itself as the second largest radio station network in the country, Liberty will "try to broadcast" its regular baseball schedule again this year, Mr. McLendon said. Only three major league teams have been signed for the Liberty coverage, with Mr. McLendon refusing to list them "for legal reasons." However, the only major league teams not named defendants are Cincinnati Reds, Brooklyn Dodgers and Chicago White Sox.

Name defendants are the Boston Braves, Chicago Cubs, New York Giants, Philadelphia Phillies, Pittsburgh Pirates and St. Louis Cardinals of the National League as well as Warren C. Giles, league president, and Ford C. Frick, Commissioner of Baseball. Also the Boston Red Sox, Detroit Tigers, New York Yankees, Philadelphia Athletics, St. Louis Browns, Cleveland Indians and Washington Senators of the American League and William Harridge, American League president.

Albert B. Chandler, former Baseball Commissioner, and George N. Trautman, president of the National Association of Minor League Teams, were listed as co-conspirators but not as defendants.

Asserting that Liberty revenues "are obtained in large part" from its *Game of the Day*, a feature it has specialized in since 1948, Mr. McLendon said his network is being forced to discontinue that programming by the 50-mile rule, which he considers an "illegal conspiracy" among the defendants.

'Own Private Monopoly'

Compromise with baseball executives, whom he charged have their "own private monopoly" on America's pastime, is like "taking aspirin to cure cancer," the Liberty president stormed, "and our suit is the answer to their unacceptable premise that the public's right to pleasure belongs to them."

Examples of what he considered baseball control cited by Mr. McLendon included his inability, after several seasons' effort, to broadcast a "game of the night" every night and his being restricted, this season, to "only the pitifully inadequate afternoon games authorized by the conspiring dictators of baseball."

Leagues have refused to allow competing broadcasts of World Series and All-Star Games, he claimed, and have stopped him from rebroadcasting Series games at night.

Fans on the West Coast and in cites like Memphis, Kansas City and New Orleans were deprived of baseball broadcasts until 1950, Mr. McLendon said, while listeners in the Northeast and Midwest are currently "illegally deprived" of hearing either a game of the day or a game of the night in such cities as New York, Boston, Pittsburgh, Philadelphia and Chicago.

Major league clubs and officials even censor what announcers can say and what organizations can be accepted as sponsors of baseball broadcasts, he added.

Final listing in his eight-point "partial catalogue of misdoings" was that baseball executives make their decisions in "star-chamber, secret meetings."

Charging that Liberty has been unable to sell *Game of the Day* broadcasts or to obtain stations for its network within league territory —roughly the northeastern states as cut by the Mason-Dixon Line and the Mississippi River—the complaint states: "Liberty has been ready, willing and able to pay more money for broadcasting rights than any other broadcasting system, station or stations have paid . . . but the defendants have repeatedly refused to negotiate with the plaintiff."

Its loss of good will business and patronage from sponsors, advertisers and various radio stations is evaluated at $4 million, but the network is allowed legally to enter claims for triple the damage. Filed in Chicago on the basis of Liberty offices and a member station—WCFL—located there, the suit is being handled by Thomas C. McConnell of McConnell, Lutkin & Van Hook, Chicago. Liberty home offices are in Dallas, Tex.

DODGERS' GAMES

WOR-TV, WMGM to Carry

BROOKLYN Dodgers Baseball Club last week officially announced that its home games this year will be telecast by WOR-TV New York and both home and away games broadcast by WMGM New York. Both stations have carried the Dodgers' play for the past several seasons.

F & M Schaefer Brewing Co., through BBDO, New York, has signed for co-sponsorship of coverage by both stations, it was added [B•T, Feb. 11]. American Tobacco Co. had indicated intention of picking up other half of the two-station deal for Lucky Strike cigarettes, but contract was not to be signed, it was said, until early this week. BBDO is also agency for American Tobacco.

WORD to NBC

WORD Spartanburg, S. C., has been signed as an NBC affiliate but will carry ABC as well as NBC shows until completion of its current agreement with ABC on Sept. 1, network sources reported last week. The station, operating with 1 kw on 910 kc, is headed by Walter J. Brown, president of Spartan Radiocasting Co., the licensee company. John W. Kirkpatrick is general manager.

HOME of Champions Network for regional broadcasts of 1952 New York Yankees baseball games was arranged by (l to r) George Weiss, Yankees general manager; Ed Pancoast, The Bolling Co.; Harry L. Goldman, general manager, WROW Albany; George Bolling, head station representative firm; Dan Topping, Yankees president; Arthur E. Patterson, Yankees promotion chief, and Andrew Jarema, president-general manager, WKOP Binghamton. Coverage will be sponsored by Ballentine Beer and White Owl Cigars [B•T, Feb. 18].

Beer Boosts Religion

BROTHERHOOD week gave stations WTJN - AM - FM Jamestown, N. Y., an opportunity to prove beer sponsors public service minded last week when a priest, a rabbi and a minister were given the time usually occupied by *The Stars Sing*, across the board 6:45-7 p.m., show sponsored by Simon Pure beer. Approached by WTJN General Manager Si Goldman with the proposal that the time be given for this purpose, both the William Simon Brewing Co., Buffalo, and the local distributor, Cheplo Co., enthusiastically agreed. Don Ross, program m.c., introduced the program with a short credit to the sponsor, then interviewed Rev. George Tolley of the Jamestown First Baptist Church, Rabbi Sidney Goldstein of the Hebrew congregation and Father Toulman of the Lady of Loretta Church on successive nights. At the close of the program the sponsor was again credited. While the current interest in the Johnson-Case (S 2444) dry bill was not mentioned, the WTJN management feels that the program helped build favorable sentiment for present policies on beer advertising.

'GAME OF DAY'

MBS Signs Nine Teams

NINE major league ball clubs have signed contracts for participation in Mutual's *Game of the Day* broadcasts throughout the April 15-Sept. 28 season, according to a network announcement made Thursday.

Contracts have been completed, MBS spokesmen said, with Chicago White Sox, Cleveland Indians, Detroit Tigers and St. Louis Browns in the American League and the Boston Braves, Brooklyn Dodgers, Chicago Cubs, Cincinnati Reds and Philadelphia Phillies in the National League.

Mutual's statement said negotiations are still in progress with other major league clubs so that the present list "would probably be expanded" before the season opens. Minor leagues, too, will be involved in the seven-times weekly broadcasts, with their games aired by Mutual on days when there are no major league contests.

Game of the Day is being sponsored over a large list of MBS stations by Falstaff Brewing Corp., St. Louis, and also will be presented as a co-op feature by many additional Mutual affiliates in the baseball area [B•T, Feb. 11]. Five-minute warm-up before and a five-minute summary after each game broadcast have reportedly been reserved for Gillette and Camels, respectively, although no official word had been released by Mutual at week's end.

TAYLOR FIRM

Venard, Taylor to Top Posts

ELEVATION of Lloyd George Venard to the presidency of the O. L. Taylor Co., radio station representation firm, is being announced today (Monday) by O. L. (Ted) Taylor, who advances from the presidency to the chairmanship of the board of directors.

Mr. Venard has been vice president in the company's New York office for the past two years.

Describing the moves as part of a long-term expansion program, Mr. Taylor expressed the view that "under the intensively competitive situation in radio today, and with the lifting of the freeze sometime soon for TV, it is necessary to expand and intensify our activities."

He said that "the progress we have made in the past two years leads us to believe that we are on the threshhold of greater radio volume and that in order to attain that goal radio has to be sold on an aggressive basis. The expansion of TV, of course, has also been borne in mind in this reinforcement of executive personnel."

As recent instances of company expansion, Mr. Taylor noted the appointment of Howard B. (Howdee) Meyers, former WMAQ Chicago sales manager, as western sales manager in the Chicago office and the additions of Michael Sweeney and Winston Kirby to the sales staff in New York.

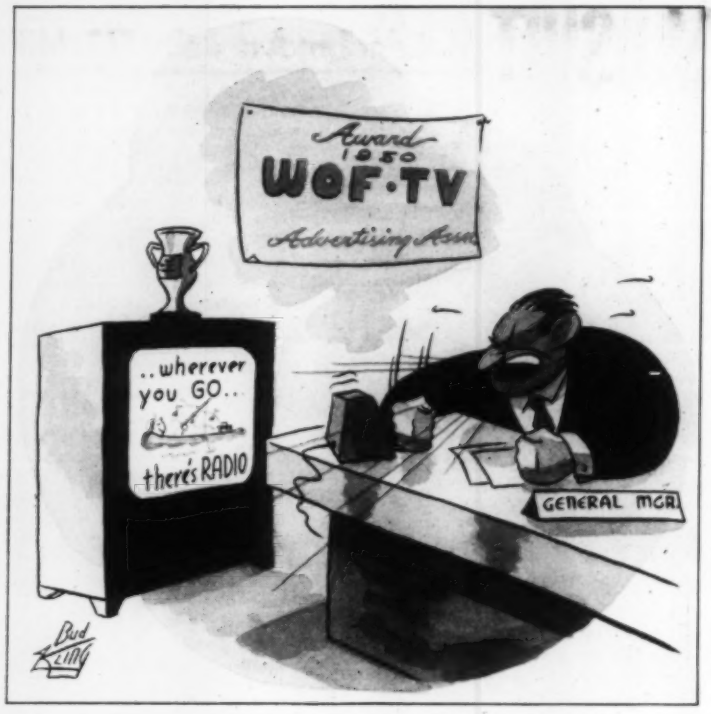
Mr. Venard

Mr. Taylor

Mr. Venard, whose experience includes both radio and television sales, entered radio via WGAR Cleveland, where he served first as a salesman and later as promotion manager. After two years with WCKY Cincinnati, he joined the Edward Petry & Co., representation organization in New York, in 1939 as an account executive. In 1949, when the company was setting up a separate television department, he was named TV account executive. He joined the Taylor company as New York vice president in February 1950.

Arkansas Meet Set

ARKANSAS Broadcasters Assn. will hear an address by NARTB President Harold E. Fellows at its annual spring meeting in Little Rock, March 17-18. Fred Stevenson, KGRH Fayetteville, will preside over the sessions at the Marion Hotel. Julian Haas, KARK Little Rock, is in charge of meeting arrangements.



"Miss Sherwood, WHO SOLD THAT SPOT?"

TWO RADIOS PER HOME

Hardesty Reports

A NATIONAL average of two radio sets per U. S. home was reported Monday by John F. Hardesty, director of local promotion of BAB, in a talk at a dinner given by WTTM Trenton, N. J.

Quoting statistics from a national study which has not yet been released, Mr. Hardesty said that generally "one home in two has a set in the kitchen. Three homes in four have a set in the living room. Three in five have a set in the bedroom, and one home in four has a set in another room. Of all sets in these rooms, 95% are in working order." He said that the complete study will be released in about three weeks.

★

000 new radio sets, compared with 5,162,000 TV sets. And he noted in passing that the United States contains more than 12 million homes which lack bathtubs but have radios.

"The blackest picture I have ever seen painted," he said, "still shows that radio gets at least two hours of listening in homes that have television. Four hours are devoted to radio listening in homes without television. Dinner proceedings were tape recorded and broadcast by WTTM later the same evening.

Dinner Honors WTTM

Occasion for the dinner was to celebrate the winning by WTTM of awards and honorable mentions in the BAB "Radio Gets Results" contest in more categories than any other station entered in the competition. Guests of honor were the sponsors of award winning WTTM campaigns. S. Carl Mark, general manager and executive vice president of the station, presented plaques to the Trenton Beverage Co. for first prize in the food and drug category and to the Hotel Hildebrecht for third prize in the specialized service category.

Mayor Donal J. Connolly of Trenton lauded WTTM for its leadership in this "challenging period" of the city's growth. "You at WTTM have shown the way" he declared.

Principal speaker at the dinner, Mr. Hardesty warned his audience against taking too seriously reports that radio is dying. He pointed out that during 1951 the American public purchased 9,300,-

CREDIT MEETING

Radio-TV to Be Represented

RADIO and television will be represented at the 56th Annual Credit Congress of the National Assn. of Credit Men, May 11-15, in Houston. An all-day workshop meeting will be held by the Adv. Media Credit Group, NACM, of which Arthur E. Gerecke, credit manager, KSD-AM-TV St. Louis, is chairman.

Among other credit managers representing the broadcast media will be Thomas McFarland, WTMJ-AM-TV Milwaukee; Paul F. Benton, KMO Tacoma and KIT Yakima; Harry E. Hull, WWJ-AM-TV Detroit, and C. D. Scherer, KPRC-AM-TV Houston.

McFARLAND BILL

Passage Prospect Brighter

CAPITOL HILL authorities on the McFarland Bill (S 658) have taken on an optimistic note in the past week which points to early action on the legislation, perhaps this week or next.

A spot check by BROADCASTING • TELECASTING on the McFarland Bill's progress—the bill would realign the functions of the FCC by amending the Communications Act—found these indications:

● Chairman Robert Crosser (D-Ohio), of the House Interstate and Foreign Commerce Committee which is holding executive sessions on the bill, expects action by the committee "within a few days."

● The committee has become acquainted with nearly every section of the bill.

● Further legislative scheduling by the committee necessitates attention to other legislation on the group's agenda by March 3.

From the various speculative reports taken from Hill sources, here is the way potential action on the McFarland Bill shapes up:

● The bill is expected to be reported out of committee this week or perhaps next week.

● It will not be the same McFarland Bill as passed in the Senate. It will be amended and as such will require, after House passage, a Senate call for joint conference—assuming the Senate will not accept the House version. It will be necessary for the conferees to thrash the matter out in conference. Of course, if agreement cannot be reached, the bill can lie on the shelf indefinitely.

The deliberations of the House committee on the McFarland Bill have consumed much of the time of the Congressional unit, beginning a year ago. Study was called off by the committee last October as Congress adjourned for the year but was resumed only a few weeks ago.

This is the bill which has been passed in swift repetition by the Senate, twice last year alone.

There was speculation as to how the resignation of Wayne Coy as Chairman of the FCC (see story page 23) may affect the House committee deliberations. The committee, it was understood, was working with the opinions of Mr. Coy in mind. In fact, the members called upon Mr. Coy and fellow Commissioners at least once in their 1951 study to explain aspects of the Communications Act and the changes contained in the McFarland Bill.

There are three controversial issues which have served to delay immediate action by the House committee. These are the sections on renewals, anti-trust, and relationship of staff to the Commissioners.

Thus far, numerous shades of opinion have been registered during the closed sessions. But the consensus is that the committee members are now ready to "buy" a bill.

NARTB RADIO BOARD

12 Directors to Start New Terms

TWELVE directors will start new terms on the NARTB Radio Board at the annual association convention to be held March 31-April 2 at the Conrad Hilton Hotel, Chicago. Five of these directors are currently members and were re-elected at the elections that closed last Tuesday.

Twelve directors continue in office, their terms ending with the 1953 convention.

One vacancy exists on the radio board, the directorship for New England (District 1). This vacancy arose recently when Craig Lawrence resigned from WCOP Boston to join CBS. Nominating procedure to fill the post was set in motion last week by C. E. Arney Jr., secretary-treasurer, with mailing of forms to New England member stations.

The 12 directors elected to two-year terms ending in 1954 were:

Biographical sketches of seven new radio directors will be carried in NARTB convention issue of March 31.

District 2 (N. Y., N. J.)—E. R. Vadeboncoeur, WSYR Syracuse, unopposed. He succeeds William A. Fay, WHAM Rochester, who declined to accept nomination to succeed himself.

District 4 (D. C., N. C., S. C., Va., Md. in part)—Harold Essex, WSJS Winston-Salem, N. C., unopposed for second term.

District 6 (Ark., La., Miss., Tenn.)—Henry B. Clay, KWKH Shreveport, La., elected in field of two candidates to succeed Harold Wheelahan, WSMB New Orleans.

Pratt Replaces Fairbanks

District 8 (Ind., Mich.)—Stanley R. Pratt, WSOO Sault Ste. Marie, Mich., unopposed, succeeds Richard M. Fairbanks, WIBC Indianapolis.

District 10 (Ia., Mo., Neb.)—E. K. Hartenbower, KCMO Kansas City, elected in field of three to succeed William B. Quarton, WMT Cedar Rapids, Ia., ineligible to run again because he has served two consecutive terms.

District 12 (Kan., Okla.)—Jack Todd, KAKE Wichita, Kan., elected from field of two to succeed himself, enters second term.

District 14 (Col., Ida., Utah, Wyo., Mont., N. M., S. D. in part)—William C. Grove, KFBC Cheyenne, Wyo., re-elected in field of two.

District 16 (Ariz., So. Calif.)—Albert D. Johnson, KOY Phoenix, Ariz., unopposed to succeed Calvin J. Smith, KFAC Los Angeles, ineligible after two successive terms.

Director-at-large, large stations—Paul W. Morency, WTIC Hartford, elected in field of five to succeed James D. Shouse, WLW Cincinnati, ineligible to run.

Director-at-large, medium stations—A. D. Willard Jr., WGAC Augusta, Ga., elected from field of 14 to succeed himself, starting second term.

Director-at-large, small stations—Lee W. Jacobs, KBKR Baker, Ore., elected from field of 16 to post vacated by Patt McDonald, resigned.

Director-at-large, FM stations—Michael R. Hanna, WHCU-FM Ithaca, N. Y., elected from field of seven. He had been elected last year to fill unexpired term of Frank U. Fletcher, then of WARL-FM Arlington, Va.

Several of the directors starting new terms have extensive association experience. Mr. Morency, for example, has served many terms as a board member of the former NAB. Mr. Hanna had served on the board before his election to the FM post last year. Mr. Willard for several years was NAB executive vice president.

TV Board Terms End

Terms of all members of the NARTB Television Board expire during the upcoming Chicago convention. At the mid-February board meeting in Bandera, Tex., the TV directors decided to conduct election of board members during the convention. Five two-year terms will be filled along with four one-year terms. Nominations are to be made from the floor at the convention. The delegates will vote first for five two-year directors. Four of these must be combination radio-TV station operators and one a TV-only operator.

Those remaining on the list of nominees will be eligible for election to the four one-year terms, of which three must be filled by radio-TV operators and one by a TV-only operator.

RCA GETS LOAN

$50 Million Acquired

RADIO CORP. of AMERICA has completed arrangements for a $50 million loan from investment institutions, according to Brig. Gen. David Sarnoff, RCA chairman of the board, who announced the transaction Thursday.

The money will be used for working capital and general corporate purposes, he said, including the financing of RCA's "substantially expanded" defense work.

Arrangements call for $50 million of promissory notes to be issued the institutional investors by RCA on or before June 30, 1953, to bear interest at 3¼% per year and to mature May 1, 1977. Contrary to most industrial loans, repayment will not start until 21 years after the effective date of the loan, to be completed within 25 years on the May 1 date. It was understood that the sum would be drawn by RCA in segments between June 1952 and June 1953.

RCA's long-term loan accommodations, upon the issuance of the $50 million, will total $150 million, of which $100 million of 3% notes is due May 1, 1974. Arrangements for the new loan were handled for RCA by Lahman Brothers, New York investment bankers.

AT&T Financing

IN ORDER to build large additions to existing telephone facilities, directors of American Telephone & Telegraph Co. voted Wednesday to recommend that the organization seek new capital by issuing convertible debentures not to exceed $550 million. Proposal would increase authorized stock from 45 million to 60 million shares and will be presented to current stockholders at the company's annual meeting April 16. The AT&T board also declared a quarterly dividend of $2.25 per share, payable April 15 to holders as of March 14.

TALENT WAR

NBC Signs Harris; Others Vie

STRUGGLE between networks for talent supremacy flared into the open again last week in developments reminiscent of the name raids of over two years ago.

The key protagonists were Phil Harris, Jack Benny and Red Skelton.

NBC outmaneuvered CBS in the latter's bid for the services of Phil Harris by signing him to a long-term NBC radio and television contract on Thursday. The contract calls for the continuation of the NBC *Phil Harris-Alice Faye Show* on radio, with the comedian-band leader making NBC-TV guest appearances periodically before commencing his own TV show. Money involved was not revealed.

NBC also is reported to be continuing its efforts to court Jack Benny, offering him various inducements to lure him away from CBS Radio for TV.

In addition, NBC, which has Red Skelton on TV, is making open advances to return him to that network for radio as well. The battle for Mr. Skelton's radio-TV services heightened last Wednesday with the sudden appearance in Hollywood of Howard Meighan, CBS Radio president.

The contract for Mr. Harris' radio-TV services were concluded by Joseph H. McConnell, NBC president, and John W. Findlater, executive representing Mr. Harris. As part of a $17,500-per-week package Mr. Harris and his wife, the former Alice Faye, end their current two-year NBC pact with the close of this season.

While details of the contract were not divulged, it was assumed that he would retain the writer-team of Ray Singer and Dick Chevillat (each paid $1,000 per week) for both radio and TV formats.

Signing of Mr. Harris thus ended speculation that he would switch to CBS under a long-term radio-TV pact. The band leader-comedian had conferred with CBS Board Chairman William Paley and other top CBS executives. In the end it was the counter-proposals of Mr. McConnell and other network executives that kept Mr. Harris in the NBC fold.

Skelton, Meighan Confer

In the Skelton negotiations, Mr. Meighan conferred with the carrot-topped comedian and A. N. Halverstadt, manager of Procter & Gamble's radio and media division and assistant to Howard J. Morgans, vice president in charge of P&G advertising. Mr. Meighan spoke for both CBS Radio and for J. L. Van Volkenburg, CBS TV president. Talks lasted through Thursday. P&G sponsors Mr. Skelton on NBC television. Russel M. Seeds Co., Chicago, is the agency.

Although the comedian and P&G are happy with results of the video show, Mr. Skelton is said to be concerned because CBS Radio has failed to sell his Wednesday night show on a solid contract to an individual sponsor. Other advertisers have contracted for weekly segments of the radio series [B•T, Feb. 18].

Mr. McConnell and Sylvester (Pat) Weaver, NBC vice president in charge of network television, also have discussed the situation with Mr. Skelton and Freeman Keys, packager of the *Red Skelton Show*, just prior to Mr. McConnell's scheduled return to New York last Friday.

NBC also reportedly has the welcome mat out for Edgar Bergen and Charlie McCarthy, should the ventriloquist lean anew to that network, as well as Jack Benny.

Although Mr. Benny has repeatedly claimed to be "very happy where I am," he has been listening to NBC offers to return for TV. Executives of that network are confident he eventually will move.

Despite his capital gains deal with CBS, and although it is denied by CBS, it is understood that Mr. Benny retains rights to make his own personal commitments. When he sold Amusement Enterprises Inc. to CBS, the report was current that it did not include his own personal services.

Regardless of any move, Mr. Benny is expected to do more TV next season, an idea which he likes. But at the moment he is at an impasse with CBS and his sponsor, Lucky Strike, on future radio plans.

Walker Fills In

(Continued from page 24)

was stricken with a virus infection and ordered to his Miami home.

While reports of what transpired are meager, it is understood that there was discussed informally a proposal whereby Mr. Coy might have been retained under a 22-year agreement, 12 years of which would be at full pay (presumably $35-50,000 a year) in the top TV post, with the remaining 10 years to be on a consulting basis. The TV board, however, deferred action, pending further consultation.

What effect the resignation will have on the processing of the TV allocation plan was conjectural in view of the suddenness of Mr. Coy's action. The Commission had reached virtually the final stage of the 800-odd page document, dealing with procedures and principles. It had completed the city-by-city task, having checked all major cities and had established separation standards so that the remaining task on allocations was largely automatic.

It was doubted whether the successor to Mr. Coy as a commissioner would participate in this final phase of the allocations, leaving the task to the six remaining members.

Promptly following Mr. Coy's visit, the President embarked for a holiday weekend cruise on the *Williamsburg*. Hence it was thought that appointment of Mr. Coy's successor as chairman and nomination of a new commissioner would come sometime this week or even later.

Neville Miller left Washington Thursday—within an hour of the White House announcement—to return this mid-week. His office said the date had been prearranged. He could not be reached.

So far as is known, Mr. Miller had not been contacted directly by the White House. Doubt also was expressed that he would accept a commissionership, though he might be enticed into the chairmanship. On the other hand, he has many commitments to clients. But, as has happened in so many cases, a call by the Chief Executive to a government post is difficult for any citizen to reject.

The same situation holds in the case of Mr. Loucks, who is believed to have had the endorsement of Mr. Coy. A Pennsylvania Democrat, Mr. Loucks has practiced law in Washington continuously since his resignation from the NAB in 1935. As managing director, he was directing head of the association during its formative years. The presidency then was an honorary post filled by active broadcasters year-to-year.

Mr. Reinsch, who headquarters in Atlanta, directs the operations of WSB-AM-FM-TV there, WHIO-AM-FM-TV Dayton and WIO[illegible] AM-FM Miami. He is also a dir[illegible] tor of Atlanta Newspapers In[illegible] and is a member of the BMI boar[illegible]

Appointment of any one of the[illegible] individuals, it is believed, would win spontaneous support from bot[illegible] the broadcasting and telecasting fields.

Among the reports which becam[illegible] rampant was one that Mr. Coy re[illegible] signed out of pique and because of controversies on the Commission in connection with the TV allocations. This was quickly dissipated be[illegible]cause Mr. Coy has a record of meeting a fight head-on. There have been harsh words spoken in the executive sessions, it is known, but they have been taken in stride.

HILL LAUDS COY

Following Resignation News

LEADERS in Congress were shocked at Thursday's surprise resignation of FCC Chairman Wayne Coy. When the news sunk in, however, there were words of praise for Mr. Coy and his accomplishments.

Much of the laudatory talk centered about Mr. Coy's record compiled while he piloted the Commission through a stormy period for the broadcast industry. But at the same time, those closely associated with the FCC and the White House were speculating, with little consistency, as to who will fill the suddenly-created vacancy on the Commission.

Several names were mentioned freely by those most interested in the future of the regulatory body. Robert T. Bartley, nephew of influential House Speaker Sam Rayburn (D-Tex.) and his executive assistant, was prominent in speculation (see story page 23).

Mr. Bartley was about set for a Commission post only last year when it looked as if Comr. Frieda B. Hennock would leave the Commission to take a judgeship in a federal district court in New York. But Miss Hennock's nomination was tied up in the Senate Judiciary Committee and she chose to remain on the Commission.

Questioned about his nephew last week by BROADCASTING • TELECASTING, Speaker Rayburn said:

"I don't know what the President has in mind. As far as I am concerned, my recommendation for Bartley still stands."

Speaker Rayburn said, however, that he realized the situation has changed since Miss Hennock's nomination and that it was the chairman of the FCC who now has resigned. Speaker Rayburn added that he had not talked to the President on the subject and—"otherwise, I decline comment."

Nomination of a person to succeed Mr. Coy on the Commission must be submitted to the Senate for confirmation. Committee which is charged with FCC nominations is the Senate Interstate and Foreign Commerce Committee, of which Sen. Ed C. Johnson (D-Col.) is chairman.

When Sen. Johnson heard of Chairman Coy's resignation, he took the floor of the Senate early Thursday afternoon to pay him tribute. While the Senator and Chairman Coy often were at the opposite sides of the fence in their viewpoints in broadcast matters, each held the other in high regard. The Senator said:

"I hope this report [that Mr. Coy was leaving] may prove not to be true. Mr. Coy has made a very wonderful chairman of the Commission, in a most difficult time.

"His forthrightness, his great courage, his refusal to bow to all sorts of pressures which have been brought to bear, the fine leadership he has displayed, have been of such an unusual character that it will be truly a very great loss to the country to have Mr. Coy give up his position as chairman of the Commission, which deals with all problems having to do with telegraph, telephone, television, radio and all other similar means of communication.

"I know that for a good many months Mr. Coy has been considering retiring from his position because of poor health, and because of what he feels is his obligation to earn more money for his growing family. So I am not in any way censuring him. He remained at his post through the thick of the battle, for a long time, and he has fought a good fight."

Chairman Robert Crosser (D-Ohio) of the House Interstate and Foreign Commerce Committee, informed by BROADCASTING • TELECASTING of Mr. Coy's announcement, said he was "sorry to hear the news."

Rep. Crosser said Mr. Coy was

(Continued on page 32)

THURSDAY—WHEN THE SEAT WORE THROUGH

Informal Request to HST Precedes Coy Surprise

RADIO history was made at breakfast Thursday morning.

While President Harry Truman and FCC Chairman Wayne Coy were dining with several hundred fellow members of the Masonic order, the chairman told the Chief Executive he'd like an appointment later in the day.

It was that informal, the step that led a short time later to the resignation of the FCC's directing head. Chairman Coy was seated at the head table as the President relaxed at an annual affair that has seen considerable letting down of the Presidential hair.

The breakfast followed normal pattern as Mr. Truman commented on the rigors of government office holding, the same rigors that had convinced Chairman Coy he should be free to look for a job in private industry because the $15,000 FCC salary didn't go very far these days.

In a mellow mood, the President told his lodge brethren in the Statler Hotel that it is the duty of government and military officials to see that the business of government is carried on in a manner that will get the best results—an all-day and nearly all-night job.

Scarcely an hour later—11:15 a.m. by the secret White House list of unlisted Presidential appointments—Wayne Coy slipped into the Executive Offices by a side door, a trick he learned during World War II while serving as Franklin D. Roosevelt's special assistant.

A lone reporter—representing BROADCASTING • TELECASTING—maintained a vigil just outside the roped-off entrance to the President's private offices. At 11:40 a.m. Chairman Coy emerged from the inner sanctum, leaving this time via the route normally used by visitors on the publicly-announced White House appointment list.

The chairman was flagged just as he was going through the vestibule. Two press association watchdogs joined the conference.

"Are you going to resign?" Chairman Coy was asked.

"Yes, I'm resigning as of the close of business tonight," he said, after a running patter of queries. "I thought it would be a good thing."

"Why?"

"Well, a lot of licensees think they are getting a license to declaim against the Commission. I brought my letter of resignation today. I handed it to the President.

"You can quote me on this—the seat in my pants is out. I resigned to negotiate for a job. It's for economic reasons. I want to be free to negotiate in industry."

"Do you know where you're going, Mr. Chairman?" he was asked.

"I may have a good idea. I can't afford to continue in the government. It costs money to educate kids. I have a boy in college and one in prep school. People in government have a hard time."

THEODORE FISHER

Was P&R Executive

THEODORE FISHER, 44, vice president and account executive of Pedlar & Ryan, New York, died suddenly of a heart attack early Thursday morning at his home in Massapequa Park, L. I.

Mr. Fisher had been in the radio and television field for the past quarter of a century. He had been associated with Pedlar & Ryan for five years. Prior to that, he was head time buyer of Ruthrauff & Ryan, New York, for some 12 years. Survivors are his wife, Selma Peterson Fisher; a son, Peter, a daughter, Mary Lou, and his parents, Mr. & Mrs. Fred E. Fisher.

Fifth of a series telling why Sponsors and Stations are SOLD on ABC

ABC Radio gives all sides of the news

On this page are just a few of ABC Radio's celebrated corps of news commentators and reporters. None of these men look alike, and none of them sound alike. They are all sizes and shapes, and they come from all over. Some are soft-spoken, others outspoken. Yet whatever they say, the opinions they express are their own. They interpret the news on ABC as they see it. Their varied ideas, varied backgrounds, varied approaches to the headlines give listeners a completely balanced—and completely honest—coverage of the news.

You see, there are so many more than just *two* sides to everything. There are more like one hundred and fifty million and two—because there are as many sides to today's news as there are ways of looking at it. Thus, ABC does not censor its newscasters and commentators; instead, the network strives (without bias) to help the public make up its own mind. For the public, this is a very healthy thing. And because the public likes it (and tunes in), it is also a very healthy thing for ABC sponsors and affiliated stations.

ABC Radio
American Broadcasting Company

America is SOLD on ABC

Henry J. Taylor

Drew Pearson

Elmer Davis

Walter Winchell

Bert Andrews

Paul Harvey

George E. Sokolsky

COY HISTORY

Was Practical Broadcaster

WHEN Albert Wayne Coy was appointed to the Chairmanship of the FCC on Dec. 29, 1947, he was acclaimed as the first Commission chairman with practical broadcasting experience.

Mr. Coy went to the FCC chairmanship from the post of radio director of the *Washington Post*'s WINX-AM-FM. Before that, he was assistant to Eugene Meyer, then publisher, now chairman of the board of the newspaper.

A native of Indiana, Mr. Coy was appointed to fill the remaining four years of the term of former Chairman Charles R. Denny Jr., now NBC executive vice president. Mr. Coy was reappointed to a full seven year term last year.

Television was the big activity of the FCC during Mr. Coy's tenure as Chairman. Most notable in that time: The freeze was imposed Sept. 30, 1948, and the CBS field sequential color system was adopted as official. When Mr. Coy began his duties, there were 17 TV stations on the air, 77 construction permit holders and 66 applications. As of now, there are 108 stations on the air, no CPs and close to 500 applications pending.

Mr. Coy repeated time after time that he considered that TV would be the dominant medium in broadcasting. During the four years he was Chairman, the Commission established temporary intercity microwave bands for TV stations, established minimum operating hours and forced AT&T to delete a provision in its intercity TV rate tariff banning the interconnection of its lines with privately-owned relays.

Among other FCC highlights during Mr. Coy's service as Chairman were: (1) Reorganization of the Commission into bureaus, (2) renewal of Richards' stations, (3) new NARBA treaty, (4) reversal of the Mayflower decisions prohibiting editorializing, (5) establishment of a policy of case-by-case consideration for applicants who violated anti-trust laws, (6) renewal of the license of WBAL Baltimore, the famous *Blue Book* case, (7) repeal of the Avco rule which opened sale of stations to all comers, (8) enunciation of a ban on giveaways, suspended pending court decisions, still awaited.

Mr. Coy has been in government service since 1933 when he served as aide to Indiana Gov. Paul V. McNutt and also on several state commissions.

When Gov. McNutt was appointed High Commissioner to the Philippines in 1937, Mr. Coy accompanied him as his assistant.

Mr. Coy was assistant administrator of the Federal Security Agency in Washington under Gov. McNutt from 1939 to 1941. He was one of President Roosevelt's "anonymous" assistants from 19[illegible] to 1943 and also served as assist[illegible]ant director of the Bureau of the Budget from 1942 to 1944. He joined the *Washington Post* in that year.

Before getting into government service, Mr. Coy served as reporter, editor and publisher of several Indiana newspapers.

During his broadcasting days Mr. Coy served on the board of FM Broadcasters Inc. He was also small stations director on the board of NAB (now NARTB).

He is married to the former Grace Elizabeth Cady. They have two sons, Stephen Cady and Albert Wayne Jr.

Coy: 'Meager Resources'; Truman: 'Well Done'

[TEXT OF WHITE HOUSE ANNOUNCEMENT]

The President has today sent the following letter to the Honorable Wayne Coy, accepting his resignation as Member and Chairman of the Federal Communicatons Commission:

Dear Wayne:

Yours is the ironic story of so many key civil servants whose abilities and special skills must be lost to government because of the inadequacy of government salaries.

I have read, therefore, with a sense of genuine regret the letter which you handed me this morning. In justice to you I have no alternative. With utmost reluctance I must comply with your request. And because of the special circumstances which you mention I accept, effective at the close of business today, your resignation as Member and Chairman of the Federal Communications Commission.

It will not be easy to fill your place. You are one of those ideal government servants who place the public interest above every other consideration. You had had a career of distinction in many fields of public work before I called you to the Federal Communications Commission more than four years ago. You brought to that service varied experience gained in posts of high responsibility under appointment of the late President Roosevelt.

The duties which you are now relinquishing were onerous and exacting. They required the patience of Job and the wisdom of Solomon, as well as judicial balance, tact, discretion, integrity and common sense. All these you have exercised in such a way as to make your administration memorable for efficiency and protection of the public interest.

To you I say as you leave office, well done. You have earned the acclaim which faithful performance of duty merits. With every good wish,

Very sincerely yours,

HARRY S. TRUMAN.

Following is the text of Mr. Coy's letter to the President:

Dear Mr. President:

You will recall that I returned to the government in December 1947 at your request. The past four years have been exciting and rewarding ones to me. I hope that future developments in the various communications fields will support my present belief that the Federal Communications Commission has rendered a constructive service in these past four years.

I have indicated to you from time to time that it was necessary for me to leave the government for private employment. My meager resources are much too near the vanishing point for comfort. I now find it necessary to ask that you accept my resignation as a Member and Chairman of the Federal Communications Commission effective immediately in order that I may be free to make arrangements for my future employment.

I cannot write this letter of resignation without including in it a personal note of regret. My association with you for many years and particularly through your appointment of me to membership on the Communications Commission are high marks in my public career. I have valued your friendship beyond measure and I treasure above all else the support which you have given me and the Communications Commission in those instances when our decisions have been challenged.

Please be assured of my very great esteem.

Respectfully yours,

WAYNE COY.

Hill Lauds Coy

(Continued from page 30)

a "faithful public servant" and a "conscientious worker." Radio-TV informed spokesmen on Capitol Hill agreed with President Truman that Mr. Coy would be difficult to replace, particularly "at this time." Mr. Coy was re-nominated by the President for the chairmanship last May [B•T, May 28, 1951] and was confirmed a month later [B•T, June 18, 1951].

It was pointed up that Congress has no jurisdiction of who is to Chairman the FCC. That choice is left up to the President. The Congress—through the Senate's right to confirm—has its primary interest in the nominee himself, rather than the rank the nominee will hold on the Commission.

THE INTERIM CHAIRMAN

Paul A. Walker Has Served Since FCC Inception

PAUL ATLEE WALKER is the dean of the FCC in point of years served. He was first appointed for a five year term on July 11, 1934 —upon creation of the FCC—and has been reappointed three times thereafter.

Only last year, he was officially exempted from the government's compulsory retirement requirements by Presidential direction. Mr. Walker is 71.

Mr. Walker was graduated from the U. of Chicago in 1909 and the U. of Oklahoma law school in 1912. After private practice in Shawnee, Okla., he was appointed in 1915 to the State Corporation Commission. He served on the Commission for 15 years, as counsel, Commissioner and finally as Chairman.

During his years with the Commission, he represented the State of Oklahoma in rate litigation and proceedings which brought about a reorganization of Oklahoma rates on grain, livestock, petroleum and other important commodities.

While chairman of the Commission, Mr. Walker initiated public utility investigations concerning natural gas, electric light and power, telephone and cotton gin rates.

He was Chairman of the Committee on Cooperation with the Interstate Commerce Commission of the National Assn. of Railroad and Utilities Comissioners from 1925 to 1934. He was also a member of the executive committee and of the committee on legislation.

Mr. Walker served as chairman of the Telephone Division of the FCC before World War II. During that time, he conducted the Commission's investigation into long distance telephone rates, which resulted in a reduction of charges. He has been Vice Chairman of the Commission during the last few years, elected to that post by his fellow Commissioners.

Mr. Walker is married to the former Myra Evelyn Williams. He has four children, Myra Julie, Virginia Jane, Paul Atlee Jr. and Robert Williams.

Names Schullinger

KARL SCHULLINGER, manager of TV-radio production and television supervisor, Young & Rubicam, New York, will join American Tobacco Co., that city, on March 3 in a newly created position in charge of television and radio activities in the advertising department, headed by Albert R. Stevens.

Washington's BEST BUY

WWDC

IN THE NATION'S CAPITAL

Sells Goods!

National Representatives:
John Blair and Company

How Industry Makes Friends by Radio

(Continued from page 26)

from rumor and, wherever possible, dispel pessimism and replace it with optimism. To many people who tune in daily, *Greater Lawrence at Work* has become the barometer of the Lawrence present and the Lawrence future.

Shortly after its inauguration on the air, with William F. Mitten, news editor, as commentator, *Greater Lawrence at Work* was successful in being the first to break the big news that a new industry—Western Electric—was to locate in Lawrence, employing a thousand persons.

When a segment of the local press published with banner headlines a story that Lawrence was in a bad way industrially, Mr. Mitten went on the air with facts and figures to disprove the statement, to show, to the contrary, that the future could really be bright for this community of nearly 100,000 persons.

Selling Good Will

Aside from *Greater Lawrence at Work* which is sponsored by public-spirited retail merchants, with no "plugs" in the show other than a public service mention, WCCM has been presenting for some time now regular and special programs by leading manufacturers in the Greater Lawrence area, firms which have nothing to sell locally save the sometimes unpurchasable product of good will.

Industrial concerns which used WCCM for public relations broadcasts during 1951 were American Woolen Co., the Boltaflex Co., Champion-International Co., Emerson Manufacturing Co., Tyer Rubber Co., U. S. Bobbin & Shuttle Co., and Watts Regulator Co., in addition to the three already mentioned, John W. Bolton & Sons, Merrimac Paper and Pacific Mills.

On Christmas day, many of our industrial clients joined together in the presentation of special Christmas programs of fine music and story.

The types of program material selected by industrial time buyers on WCCM vary. Examples are the Pacific Mills sponsorship of choir music; Merrimac Paper's presentation of news broadcasts, and the John W. Bolton Co.'s sponsorship of the station's sports commentator, Ernie Labranche, in a seven days per week program aimed to promote the cause of schoolboy sports.

Commercial copy on all these programs is designed to build community good will by describing the operations of the plants of the clients and the place these companies strive to fill in the local community. All commercials are delivered in informal, neighbor-to-neighbor style.

We sincerely believe that what we are doing here at WCCM in relation to use of local radio by manufacturers is something that can be duplicated by any other wide awake station in the country.

Personally, I have always been a strong believer that good or bad community attitudes toward a company in its midst have been in direct proportion to that company's participation in community affairs and its conduct of a good community relations program.

I have also believed that there has never been, in the past, a sufficient stress on the importance of public relations through use of local radio by local companies.

I believe such use has a double purpose. It not only betters the standing of the company in the community, while adding revenue for the local radio station, such as WCCM, whose own future is closely allied with the industrial health of the community, but it also informs local people of the problems of management, its aims and its troubles. Thus, employes, neighbors and friends, yes the whole community, share the spirit of going forward.

I have on my desk a creed in which we at WCCM like to believe, and which, many times, I have also pointed out to prospective industrial executives in our territory, for it also applies to them. It is the sentiment of Louis Lundberg, vice president of the Bank of America. It is this:

"Those who identify themselves with the community; who show their concern for the community's welfare; who make all their actions conform with the community interest; who show their friendly interest in the people of the community; who give a hand on community problems and try to make a positive contribution to community welfare—those will tend over a period of time to reap the rewards and benefits which the community has to offer.

Community Awareness

"Those who fail to make themselves a part of the community; who fail to give a hand on community problems; who take something out of a community and put nothing back; who show a lack of concern—or worse, show contempt—for the well-being of the community or the people of the community; who have no regard for the attitude of the community and furnish grounds for unfavorable gossip; who violate, oppose or ignore the community interest as determined by the majority in that community—those will tend, over a period of time, to suffer penalties at the hands of that community."

Lawrence, in the past, has had its share of labor unrest. However, in the years ahead, with the community moving forward toward a program of diversified industry, and retention of its basic textile industry, WCCM hopes to play, with industry, a major role in the building up and the strengthening of the bond between industrial management and the community.

We earnestly believe that the informative public relations effort of local industry and WCCM will achieve the goal our community aims for.

ON SUNDAY IN CINCINNATI
THEY LISTEN TO NEWS & MUSIC

→ *See Centerspread This Issue* ←

ON THE AIR EVERYWHERE 24 HOURS A DAY

50,000 WATTS
OF
SELLING POWER

WCKY CINCINNATI

KWTO FIRE

Loss Over $20,000

FIRE of undetermined origin burned down the transmitter house with total loss of transmitter and associated equipment of KWTO Springfield, Mo., in the early hours of the morning of Feb. 21. Station immediately got FCC permission to go back on the air with reduced power and was scheduled to do so Feb. 22. KWTO operates on 560 kc with 5 kw and a directional antenna. It was planning to use a 1 kw transmitter borrowed from the Missouri State Highway Commission.

A new 5 kw transmitter has been ordered from RCA and shipment was promised in a matter of days. Loss will cost the station between $20,000 and $30,000, according to Lester E. Cox, owner of the station, who was in Washington last week. Actual loss was higher, but part covered by insurance reduced the cost to the station to that figure, he said.

RADIO SURVEY

Baker Mailing Ba

BALLOTS for the first nationw station audience measurement 1949 will be put into the mails tween now and March 1 by Sta ard Audit & Measurement Serv Inc., President Kenneth H. Ba reported last week.

He pointed out that his serv is meeting exactly the sched announced following its formati last year and said "we have ev intention of meeting our Novemb publication date."

The ballots now being prepar for mailing total 670,000 and wi go to urban, village and farm co ponents of every county in th U. S. Aside from mailings t farmers in 3,000 U. S. counti the ballots are going to some 1,000 villages and 1,700 cities an towns, Dr. Baker pointed out.

Standard's basic list contain approximately 25,000 more name than that of the Broadcast Mea urement Bureau, which conducte the last national study of statio audience. The new study cover approximately 200 more town and cities than BMB's.

Dr. Baker, who resigned a NARTB research director to se up the new service last September [B•T, Sept. 10, 1951], said he expected returns from the ballo ing to be early and heavy.

Standard's subscribers currently number almost 400 stations and one network—CBS Radio. Dr. Baker said he expected to have at least "another hundred or so" stations and perhaps additional networks on the client list by the time the report is published this fall.

upcoming

Feb. 24-26: New England Newspaper Advertising Executives Assn. and Advertising Managers Bureau of the New York State Dailies, joint meeting, Stratfield Hotel, Bridgeport, Conn.

Feb. 28-29: Oregon State Broadcasters Assn. annual meeting, Eugene Hotel, Eugene, Ore.

Feb. 29: Financial Public Relations Assn., eastern regional conference, Statler Hotel, New York.

Feb. 29-Mar. 1: Western Radio and Television Conference, 5th annual meeting, Stanford U., San Francisco.

Mar. 3-6: Institute of Radio Engineers national convention, Waldorf-Astoria Hotel and Grand Central Palace, New York.

Mar. 10: FCC-Theatre Television hearing, Washington.

Mar. 17-18: Arkansas Broadcasters Assn., annual spring meeting, Marion Hotel, Little Rock.

Mar. 17-20: National Premium Buyers 19th annual Exposition, Conrad Hilton Hotel, Chicago.

Mar. 19-21: Assn. of National Advertisers, spring meeting, The Homestead, Hot Springs, Va.

Mar. 21-22: Third annual Advertising Institute, Emory U. and the Atlanta Advertising Club, Atlanta, Ga.

Mar. 22-April 6: Chicago International Trade Fair, Navy Pier, Chicago.

Mar. 24-27: Canadian Assn. of Broadcasters annual meeting, Royal York Hotel, Toronto.

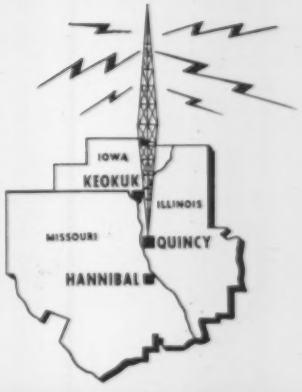
NOW...AND EVERY DAY

WTAD 5000

QUINCY, ILLINOIS

WATTS *(NON-DIRECTIONAL)* IN A RADIO-ACTIVE AREA

You reach 'em by *radio* when you go after buyers in this rich midwestern market. Especially when you use WTAD—No. 1 Hooper-rated station* in the Quincy-Keokuk-Hannibal area. Now, WTAD offers you a daytime coverage greater than ever before! By stepping up its daytime (non-directional) frequency to 5000 watts, WTAD reaches an area where there are twice as many radios . . . and twice the number of retail sales.



Market Statistics

DAYTIME SERVICE AREA
WTAD, QUINCY, ILLINOIS
0.5 MILLIVOLT CONTOUR

	5000 WATT OPERATION	1000 WATT OPERATION
POPULATION	1,180,820	566,100
RADIO HOMES	370,785	178,150
FARM RADIO HOMES	95,645	49,950
RETAIL SALES	$1,060,383,000	$494,870,000

★

* LATEST
HOOPER RADIO AUDIENCE INDEX
NOV.-DEC. 1951

Quincy-Keokuk-Hannibal
WTAD SHARE OF AUDIENCE
MON. thru FRI. — 8 AM - 12 NOON — 59.7
12 NOON - 6 PM — 52.1
SUN. thru SAT. EVE — 6 PM - 10:30 PM — 61.6

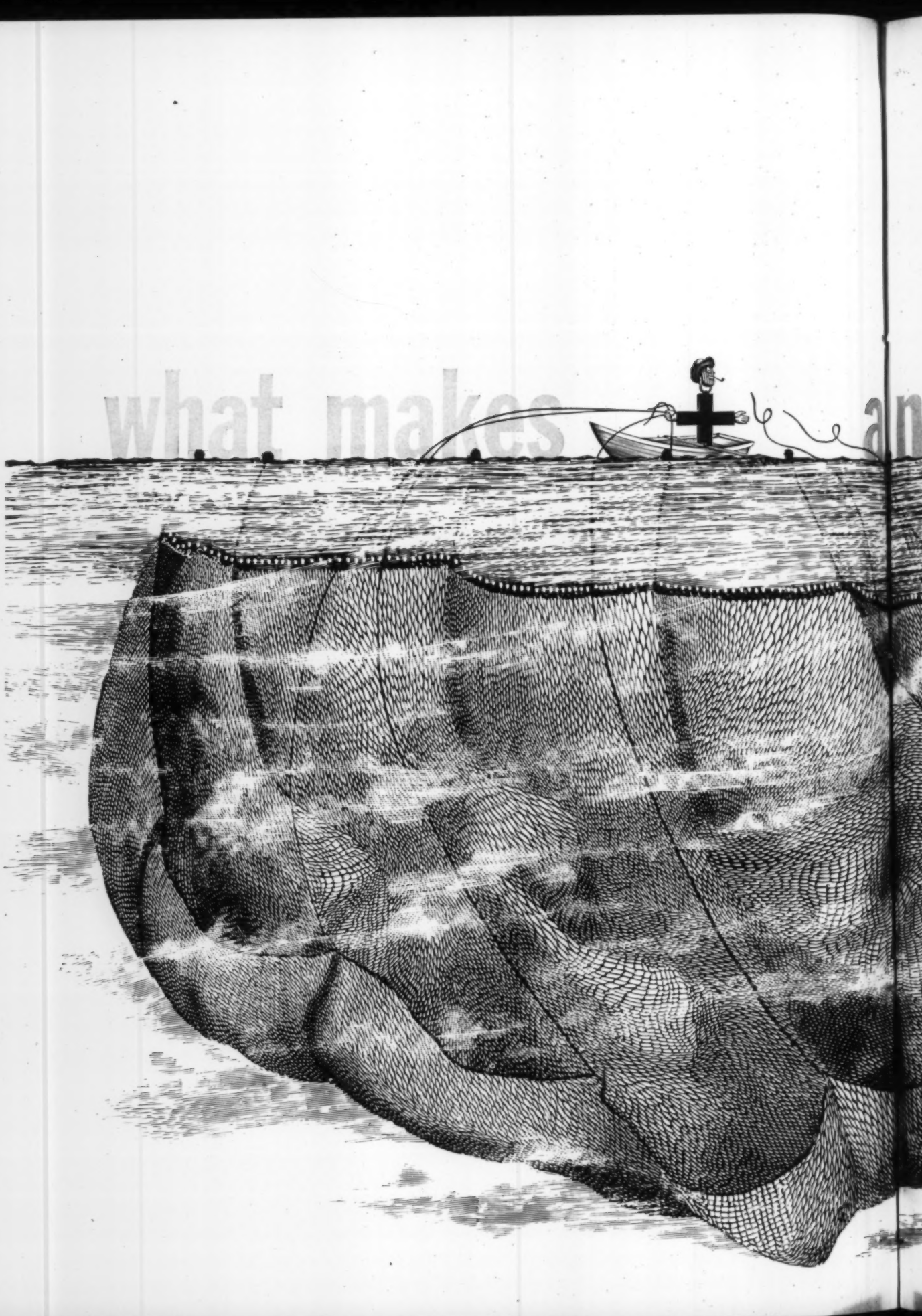
Lee STATIONS

WTAD, Quincy, Illinois

930 KC . . . 5000 Watts Daytime CBS • 1000 Watts Night CBS
affiliated with KGLO, Mason City, Iowa
1300 KC . . . 5000 Watts . . . CBS

For availabilities write or call Walter J. Rothschild, Nat'l Sales Mgr., Lee Stations, Quincy, Ill.
Represented by Weed & Company

XUM


what makes

a net, work?

Any system of interconnected lines, spread out in the right places, can serve as a net. The bigger it is, and the stronger its mesh, the better a net works.

Of all the nets serving U.S. advertisers, the biggest and strongest is the radio one called Mutual. Here are 550 connection-points in 48 states (nearly double any other net's) and at each of these points are local-level experts unmatched in ability at catching and holding listeners.

Measured by listeners, the Mutual net is catching a steadily *larger* share of radio audience than a year ago—day and night, all week long. (N.R.I., Jan.-Nov.,'50 vs. Jan.-Nov.,'51—latest available.)

Measured by advertisers, the Mutual net is the only one to win a *gain* in radio billings—up 12%, '51 over '50.

Measured by competitors, the Mutual pattern is now inspiring imitative efforts by all other radio nets.

Measured any way you please, the Mutual net is ready to help you haul in new profits for '52. Come aboard with Mister PLUS . . . and learn how this net can work for *you*.

the MUTUAL net of 550 affiliates

XUM

Syracuse Survey

(Continued from page 25)

joying his radio set and, unseen but decisive, pumping life into the old boy faster than the mourners could wail it away.

"When we find that, in our areas, radio listening in television homes averages 3.07 hours a day (day and night, at that) against 4.52 hours of television viewing, it looks as though the wake was put on a little early by radio's mourning sad sacks. When we find that combined radio listening and television viewing adds up to 7.59 hours a day in homes with both television and radio, it looks as though some other time-consuming recreation or occupation is suffering at the hands of television, not just radio alone.

"One of the wisest utterances I've ever heard on the subject of radio and television was made nearly two years ago by one of the wisest old heads in the broadcasting industry, William S. Hedges, NBC vice president. He said, almost exactly this: 'Television will not replace radio. The capacity of the American public to absorb new and additional things which they really desire has never been fully tested.'

"This survey seems to indicate that Bill knew what he was talking about."

In non-TV homes Survey No. 1 showed that in the 270 homes there were 2.1 radio sets on an average, with 4.2 hours of daily radio listening.

In Survey No. 2, 211 non-TV homes were contacted. They averaged 2.11 radio sets and 4.7 hours of radio listening.

The monthly check of Niagara-Mohawk Power Co. in Central New York shows a 71% TV saturation. Weighted against the 67% figure of telephone homes having TV sets, WSYR found that each figure supports the other.

Comparison of radio listening as against television viewing in TV homes based on length of ownership of TV sets according to the Syracuse Survey.

Months TV set owned	Results Survey No. 1 Average hours		Results Survey No. 2 Average hours		Combined Surveys 1 and 2 Average hours	
	Radio	TV	Radio	TV	Radio	TV
0-6	3.0	4.6	2.52	4.49	2.8	4.5
7-12	3.0	4.3	3.07	4.8	3.04	4.5
13-18	2.8	4.6	3.8	5.27	3.2	4.9
19-24	2.6	4.8	3.76	4.87	3.3	4.8
25 and up	3.2	5.3	3.09	4.74	3.1	4.9
AVERAGE:	2.9	4.5	3.24	4.76	3.07	4.81

In conducting two separate surveys, under direction of WSYR-AM-TV Promotion Manager Caley E. Augustine, the stations completed calls to 763 homes (501 TV homes) in October, 1951, and 704 homes (506 TV homes) in December, 1951. In the October study, the first residence at top of column on each page of the telephone directory was phoned. In the second, the bottom name of each column was called. The calls were placed between 6 p.m. and 8:30 p.m. to insure greatest number of homes being reached with the first call. In all, 1,467 calls were completed, including 986 TV homes.

Calls were made starting on a Monday night and continuing through Friday until all numbers of the sample were called. In the first study, eight refused to answer questions. In the second, 13 refused to answer. Basically both questionnaires were the same except that in the second case interviewers were asked to note the sex of the person giving information as well as the address called. One other question was added in the second study to show what period of the day the listener tuned in the radio.

The survey data deal only with telephone homes in the city of Syracuse, a city with 80% telephone saturation (53,000 out of 67,000 homes).

TAILORED...
to the RICH
FLINT MARKET!
A bustling, dynamic market is the rich Flint Market—fashioned from the buying power of record wages; reinforced by 300,824,000 retail dollars spent last year in this greatest of GM Plant Cities. Cut from the same cloth is influential, forceful, WFDF, Flint's First Station*—first, too, with over 600 local merchants. Sell your product for sure over WFDF.
910
K.C.
WFDF
WFDF FLINT MICH.
BASIC AMERICAN BROADCASTING COMPANY
One of America's Pioneer Stations—now in our 30th year. Associated with WOOD and WOOD TV Grand Rapids—WFBM and WFBM TV Indianapolis—WEOA Evansville.
*SEE YOUR LATEST HOOPER
REPRESENTED BY THE KATZ AGENCY

CALDWELL MEMORIAL

FCBA Committee Named

ESTABLISHMENT of a memorial honoring the late Louis G. Caldwell will be arranged by a special committee of the Federal Communications Bar Assn., named Thursday by President Arthur W. Scharfeld. Mr. Caldwell was a founder and first president of the association.

Appointment of the committee was authorized Jan. 11 at FCBA's annual meeting. Paul M. Segal, formerly assistant general counsel of the old Federal Radio Commission, was named chairman. Other members are Bethuel M. Webster, New York, and Duke M. Patrick, Washington, both former FRC general counsels. The committee is to report recommendations at an early date.

REC, ATS Merger Eyed

ADVISABILITY of a merger of the Radio Executives Club of New York and American Television Society is being studied by committees of both organizations, appointed by the presidents of the two groups. ATS committee includes Caroline Burke, NBC; David Hale Halpern, Owen & Chappell; Don McClure, McCann-Erickson; Jay Bonafield, RKO-Pathe Inc.; Glen Gundell, National Dairy Products Corp. REC committee is composed of William S. Hedges, NBC; Thomas H. Lynch, WMCA New York; Frank Pellegrin, H-R Representatives; Elizabeth Black, Joseph Katz Co.; C. H. Cottington, advertising consultant.

CUTBACKS

Copper, Aluminum Quotas Reduced

FURTHER cutbacks in the allocation of copper and aluminum for radio-TV set manufacturers beginning April 1 were announced by the government last week.

Curtailment of these two vital scarce materials was revealed at a news conference presided over last Wednesday by Henry H. Fowler, National Production Authority administrator.

Mr. Fowler cited a "greater uniformity" in allotments among all consumer goods producers, which he said will minimize the danger of disrupted production and provide "a fairer share" to each industry.

On the basis of second-quarter allotments, household radio and television receivers retain their status as essential products in the Class "A" and "B" priorities listings previously announced by NPA.

These cutbacks in copper and aluminum—steel allocations will remain substantially the same as during the present quarter—also "reflect the ability of producers . . . to maintain output levels on smaller amounts . . . through conservation or substitution measures," NPA explained. The extent of substitution is indicated by the cutbacks, it was said.

Thus, the goal of four million monochrome TV receivers set by manufacturers for 1952 should be reached with substitutions for copper and aluminum, the agency implied. NPA also had in mind inventories as another factor within the industry.

Allotments for Sets

Household radio receivers and TV sets will receive 30%, 35% and 12.5% of .base period usage for copper, brass, copper wire and copper foundry allocations during the second quarter. The base period is either the last half of 1949 or the first half of 1950. Aluminum will be cut to 30% of base. These percentages reflect a 5% drop for copper brass and wire products and for aluminum off first quarter quotas. Similar second-quarter quotas were set aside for phonograph needles and cutting styli, TV and automobile antennas (excluding replacements) and commercial recording discs.

Key to this principle of equality is seen in other figures which show that thousands of other manufacturers, who were cut to between 10% and 20% of base usage during the first quarter, were raised to the maximum for copper. Even so, they still will derive less aluminum than radio-TV because they are classified as "less essential or replaceable."

Radio-TV receivers won't be curtailed any further for additional cuts in carbon and alloy steel. NPA has allotted 50% for each of base usage, pointing up reports that steel is becoming more plentiful.

The factor of essential and less essential categories is extremely important, NPA pointed out. To have placed all civilian-type products in the same classification "would have required a still deeper cut in allotments of aluminum and copper to many highly essential industries which have already gone very far in stretching materials," Mr. Fowler explained, alluding to radio-TV set makers and other manufacturers.

Moreover, such a course of action would have given some industries an excess of these two materials, in proportion to their steel allotments and available supplies of components, in which the electronics industry is playing a large role.

Allowances will be made, of course, for "exceptional hardships" among producers where shortages of essential consumer items may develop at retail or distributive levels.

Lewis Allen Weiss, former board chairman of MBS and former president of Don Lee Network, is making continuing studies of threatening shortages at these levels as assistant administrator in charge of NPA's Office of Civilian Requirements. Measures are being mapped to avert serious shortages should they develop this spring or summer, Mr. Fowler explained.

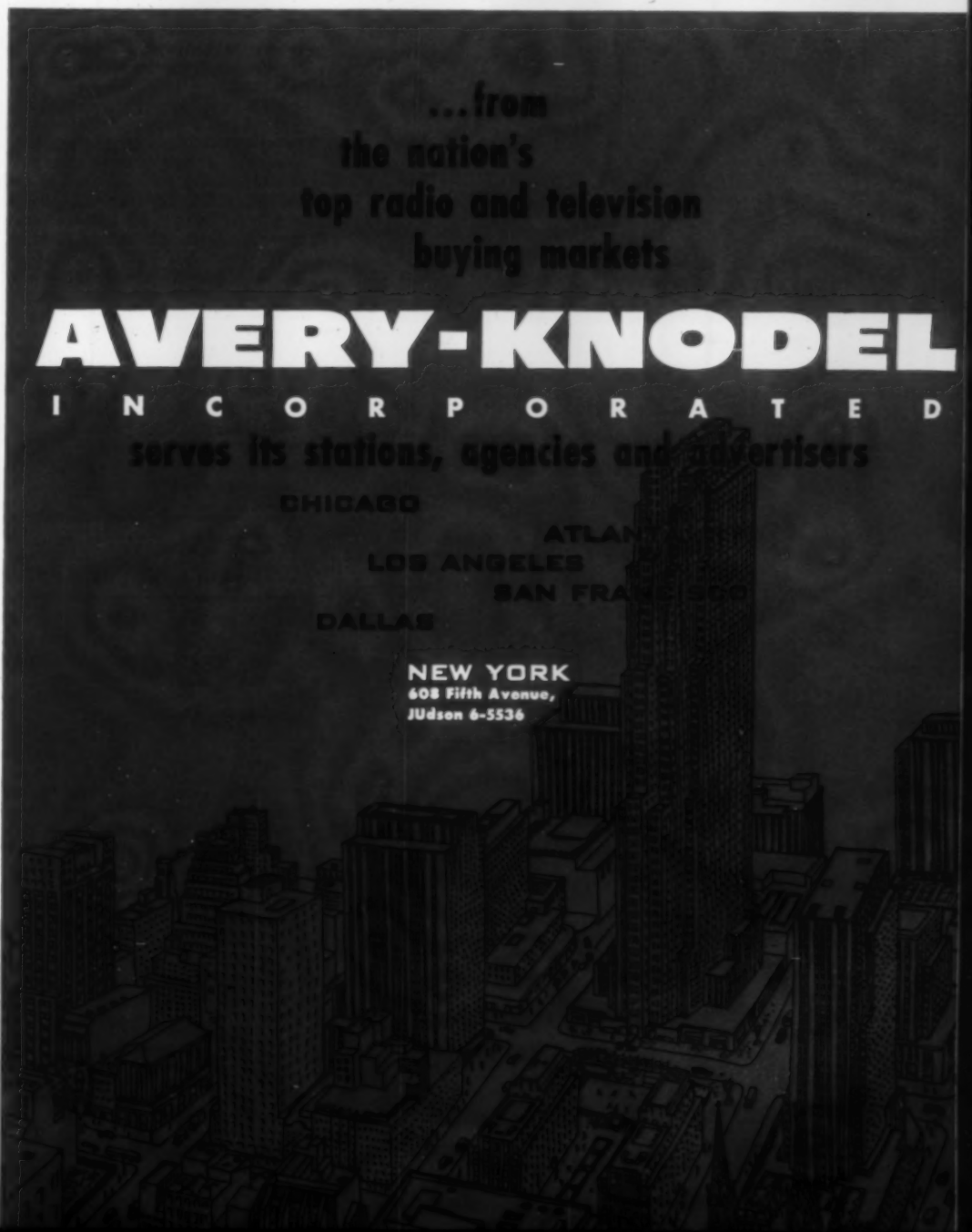
Provision to Be Asked

As such situations materialize, Mr. Weiss' office will request NPA industry divisions to set aside larger allotments on an individual footing for each industry.

NPA's equitable distribution policy is designed to "maintain stability of employment and business and meet consumer needs for 'essential products'," Mr. Fowler asserted.

Earlier, the Defense Production Administration earmarked amounts of vital controlled materials previously held in reserve for the April—June quarter. No quotas were tabbed for set manufacturers, despite the reported over-allocation of aluminum to the military [CLOSED CIRCUIT, Feb. 18].

Supplemental allotments were made in structural steel for industrial construction and brass and aluminum for consumer goods. The automobile industry was given a million pounds of aluminum. Failure to allow quotas for radio-TV set producers was indicated when NPA's Electronics Division failed to receive extra allocations, either for defense or civilian needs.



KLZ—30 YEARS OF SERVICE

ED. C. JOHNSON
U.S. Senator from Colorado

"...public service at its best!"

KLZ's "Let's Talk It Over" series has won many plaudits. But it remained for Senator Ed. C. Johnson, as quoted in the Congressional Record, to call it "public service at its best."

Designed to keep listeners informed of AM, FM, and TV news and to provide a forum for the discussion of radio station operation, "Let's Talk It Over" is a weekly report by the KLZ manager and department heads. The series is typical of the station's efforts to create new and unusual ways of serving its listeners.

KLZ

5000 WATTS—560 KC
CBS RADIO

DENVER'S NO. 1 STATION

REPRESENTED NATIONALLY BY THE KATZ AGENCY

COMR. WALKER
Commends Radio, TV Public Service

STRONG CASE for the public service record of radio and television broadcasters was made by FCC Comr. Paul A. Walker and John F. Patt, president, Goodwill Stations, last week in talks before the Temple Men's Club of Cleveland.

"By and large it must be said that radio and television stations do a good job in this country," Comr. Walker said in his speech, titled "Broadcasting and Human Relations."

"It is easy to point the finger of criticism and scorn at broadcasters. While, of course, they must accept their share of the responsibility, it is unfair and over-simplifies the problem to put all the blame on them for inferior program service," he said.

Comr. Walker also referred to many letters received by the Commission objecting to crime and horror programs. He also spoke of the lack of religious and educational programs found in checking TV station license renewal applications. The latter was the reason why the FCC put 26 TV stations on temporary license early this month [B•T, Feb. 4].

Mr. Patt, in his remarks, described radio as part of the social cement that binds people together, and said it has enabled one part of the country and one part of the population to understand others, and "now TV will let them see each other."

Whereas, Mr. Patt said that radio and television were primarily instruments of entertainment, he praised serious discussion programs through which knowledge and culture accrue to the listener.

Speaking of serious programs, he said that "These programs of talk and discussion deal seriously and directly with most of our human relations questions—not merely of race and religion, but those of family, of school and church, of social and economic welfare, of state and nation, of democracy and foreign ideologies—matters vitally affecting the entire world and its survival."

Action of WHAS-TV Louisville in putting 14 hours of educational activities on camera during last year's American Education Week was commended by Comr. Walker.

He also pointed to the effectiveness of TV's coverage of the Japanese Peace Treaty and the Kefauver Crime Hearings. He held out high hopes for the soon-to-be-inaugurated NARTB TV code.

But, it was Comr. Walker's roster of public service network programs that made up the bulk of his speech. These are the programs which the networks listed for him and which he called attention to:

Church of the Air (CBS), *Faith in Our Time* (MBC), *U. of Chicago Round Table* (NBC), *Town Meeting of the Air* (ABC), *People's Platform* (CBS), *American Forum* (NBC), *Northwestern U. Reviewing Stand* (MBS), *Meet the Press* (NBC-TV), *American Youth Forum* (NBC-TV), *Invitation to Learning* (CBS), *You and the World* (CBS), *Art of Living* (NBC), *National Farm & Home Hour* (NBC), *College Choral Series* (MBS), *Negro College Choir* (ABC), *Johns Hopkins Science Review* (DuMont).

WFBR SHOW
1951 Mail Count Up 2,167%

WFBR Baltimore asks those who would bury radio to take a look at the record of its program, *Every Women's Hour*, which boasts a mail count for 1951 of 18,386 as against a mail count of 811 in 1950.

Program features Don Hamilton and Helen Brooks. The show had been a traditional-type home economics program. Part of the rise in listener response was credited to the addition of Mr. Hamilton, who gives a man's view of such things as home economics and fashion. But, WFBR adds, a major portion of the credit must go to Miss Brooks "who had put hard work, thought and careful preparation into each program."

Good programming has included sewing contests, Christmas cookie-baking contests, imaginative quiz programs and the selection of representative guests such as appearance of an employe of Armour & Co., who talked about meat selection and how to cook various cuts.

N. Y. NEWSMEN
Form New Organization

RADIO-TV newsmen in New York took first steps Tuesday toward ultimate establishment of a nationwide professional association with election of temporary officers for the new Radio and Television Working Press Assn. of New York Inc.

Chester P. X. Burger of CBS Television news was made temporary chairman at the organizational meeting. Other temporary officers are Fred Dieterich, Telenews Productions, vice chairman; Jack Fern, MBS, secretary; and David B. Tullen, CBS-TV news, treasurer.

Although organized only in New York so far, the group is preparing for similar units in other major cities where important radio-TV news bureaus operate. Patterned along the lines of other professional associations and fraternities, the newsmen's group lists its major purpose as promoting and protecting the interest and welfare of radio newsmen, television newsmen and photographers.

A similar group, the Radio-TV Correspondents Assn., has been operating successfully in Washington for some years, being responsible for providing broadcast reporters with the same privileges granted newspaper reporters.

The BIG NEWS in Southern California radio is NEW

K-BIG has radio and advertising people talking because it's the new 10,000-watt station with 50,000-watt coverage.*

THERE'S A REASON!

Tests of K-BIG's service area prove something broadcasters have long known but seldom put to practice... salt water speeds radio waves undiminished over amazingly long distances. Santa Catalina Island, lying 22 miles off the center of Southern California's populous coast, was selected as the transmitter site for K-BIG because it offers a salt water route to the Southland's greatest population centers from Santa Barbara to San Diego.

There's another reason for K-BIG's terrific coverage. The BIG NEW station employs a costly antenna system which acts as a giant reflector, focusing the signal in the direction that counts... WHERE THE PEOPLE LIVE! This is why K-BIG saturates Los Angeles and penetrates inland to the last outposts of population on the Mojave Desert more than 125 miles to the east.

Add to this sensational coverage a dial position between two major network stations (740 k.c.), and a rate card that is really down-to-earth. It totals up to one of the most outstanding buys in radio today! Write, wire or phone K-BIG for full details.

General Offices:

6540 Sunset Blvd., Hollywood 28, Calif.

STUDIOS in Avalon and Hollywood

*Source on request

ATLANTIC Refining Co. signs for two five-minute news strips daily on WBT Charlotte. Seated is Tom Calhoun, N. W. Ayer & Son, N. Y. Standing (l to r): Cliff Owen, Atlantic Adv. Dept., Philadelphia; Keith Byerly, WBT gen. sls. mgr.; Paul McNeely, Atlantic district mgr., Charlotte; Jim Patterson, WBT announcer.

C. H. STERBENS signs for Jenkins Music Co. to sponsor *E. J.'s Notebook* over KFH Wichita. Looking on are Bryce Benedict, KFH sls. rep., and Ethel Jane King, show star.

FRANK FORD Jr., com'l. mgr., KENT Shreveport, La., watches Byron Cann, pres., Davis Drug Co., sign to sponsor *A Man and His Magic* thrice weekly.

JACK CURRAN (c), Sinclair Refining Co., signs one year pact for three daily five-minute sportscasts over WXYZ Detroit. Watching are Don Wattrick (l) WXYZ sports dir., and James G. Riddell, pres., WXYZ Inc.

J. FRED JONES, pres., National Health & Life Insurance Co., signs 13-week pact for early morning show over WBAP-820 Fort Worth. L to r are Frank J. Vicino, gen. agent; A. G. McDaniel, WBAP sales rep.; Jack Holmes, McBride & Holmes, agency.

BOB ST. CLAIR (seated, r), Baltimore Muntz TV mgr., signs for WBAL Baltimore time. Witnesses are (l to r) Al Ross, WBAL disc m. c.; Jim Kennedy, WBAL radio sls. mgr., and Al Burk, WBAL sales rep.

On All Accounts

(Continued from page 12)

Washington market. As sales manager he worked under Eugene S. Thomas, now with George P. Hollingbery Co., national representative.

With sale of WOIC, Mr. Murdock contemplated chances to work in New York and Chicago but decided to remain in Washington and open his own agency following conversations with George Burrus, president, and C. R. Sanders, advertising director, of Peoples Drug Stores Inc., fourth largest of the national drug chains.

With the Peoples radio-TV account as a foundation he entered the competitive Washington agency field. The chain had always placed all its advertising direct and still places its own white space. Peoples had used very little radio in more than a decade but under the Murdock guidance the chain is constantly increasing its broadcast time because of the results produced.

In Washington the chain buys a heavy package of radio news, along with a growing amount of television, for the 75 stores in the area. Elsewhere the chain buys spots to promote its prescription service. Last year Peoples filled over 2½ million prescriptions—a lot of prescriptions—with the aid of radio promotion.

Close Relationship

Mr. Murdock keeps in close touch with the chain's business, constantly visiting stores in the marketing area extending as far west as Akron. He knows every Peoples manager in the 75 Washington area stores. Right now Peoples is the largest radio and TV user in Washington, he notes.

Other accounts serviced by the agency include Curtis Bros., large Washington furniture store; Crusty Pie Co., large bakery; Cannon's, famed steak house; Randall Motors; Anacostia Bank, and Washington Garage Properties, operating 15 garages, parking lots and bowling alleys.

Mr. Murdock married Ethel Coulter June 5, 1928, which incidentally was his birthday. The Murdocks have one son, Mike, aged 13.

Transistors Used

SUBSTITUTION of transistors for vacuum tubes has proved an important step in development of small, light military communications equipment, the Dept. of the Army announced. Transistors perform many of the functions of tubes, but require no power for heating filaments and thus use less current. Additionally, use of transistors in miniature converters last much longer than vacuum tubes, the Army reported. The Army Signal Corps is responsible for production of transistors, used by the military with its radio-teletypewriter equipment.

Exhibit A

ON A TWO-PENNY postal card, WSAT Salisbury, N. C., points out that "post card advertising has doubled in price." Rates for many other forms of advertising have risen, too, WSAT adds. But, despite WSAT's growth, the stations underscores that "Our rates are still the same!"

HILL DEBATES

Broadcast Procedure Asked

SEN. MARGARET CHASE SMITH (R-Me.), only woman in the U. S. Senate, last Wednesday demanded a Senate Rules subcommittee, of which she is a member, schedule "early" hearings on a proposal that Congressional proceedings be broadcast and telecast.

In urging the hearing, Mrs. Smith reminded the chairman of the subcommittee, Sen. Carl Hayden (D-Ariz.) that "should the Republicans be fortunate enough to win control of the Senate next year," she will assume the subcommittee's chairmanship "and it will be my purpose to press for action by the subcommittee on these matters through their introduction and reassignment to the subcommittee on rules."

Other legislation mentioned by Mrs. Smith was concurrent resolutions to establish rules of procedure in congressional investigations, and to setup procedure where a member of Congress makes derogatory remarks in debate about a citizen.

The measure on broadcasts-telecasts (S Res 106) was introduced by Sen. Alexander Wiley (R-Wis.).

In the industry, meanwhile, Dr. W. R. G. Baker, General Electric Co.'s vice president and general manager of the Electronics Div., called for the removal of restriction on telecasts and broadcasts of legislative proceedings.

His statement was made on the GE *Science Forum* on WGY Schenectady's 30th anniversary [B•T, Feb. 18]. Mr. Baker said, "Our electronic age, which broadcast radio ushered in, now has created a means by which the American public may be an interested and informed participant in self-government."

Press, Radio Forum

WASHINGTON Professional Chapter of Sigma Delta Chi will present a forum on "The Press and Radio's Responsibility for Crime and Corruption" in the National Press Club Auditorium on Feb. 27. Speakers will be Wallace Werble, editor of *F-D-C Reports;* Ben McKelway, editor of *Washington Evening Star;* Griffing Bancroft, CBS commentator, and Rep. Kenneth B. Keating (R-N. Y.), member of the House Judiciary Committee.

WJZ 770 on your dial RADIO

ABC Radio News

EAST COAST SPECIAL

OWNED RADIO STATIONS

WJZ—KEY RADIO STATION IN NEW YORK OF THE AMERICAN BROADCASTING COMPANY

NEW WJZ SHOW GUARANTEES PROMOTION IN SUPERMARKETS

GUARANTEED PROMOTION includes window display like the one above. Also product streamers, point-of-sale cards, and check out, island and dump displays. *John Reed King,* one of radio's best-known quiz-masters, emcees the daily half-hour interviews and entertainment.

Unprecedented bonus offered to participating sponsors on the WJZ Caravan

NEW YORK.—A new radio show on WJZ offers participating sponsors one of the most remarkable bonuses in radio history: guaranteed, concentrated merchandising for their products in Grand Union supermarkets.

The program, the *WJZ Caravan* (Monday through Friday, 12:30 to 1 p.m., EST) is a housewife-slanted audience participation show starring John Reed King. A daily half hour of games, quizzes, give-aways and surprises, it is produced in a different Grand Union supermarket in the metropolitan New York-New Jersey area each day.

Strongest selling point for the WJZ Caravan is the joint promotional agreement between WJZ and the Grand Union Company. Intensive week-long merchandising promotions of the sponsor participants' products are conducted each week in the five Grand Union stores from which the program originates during that week.

These special merchandising promotions will consist of:

a) **a feature display of each sponsoring product;**
b) **posting of display material;**
c) **promotion of the program in Grand Union's newspaper advertising.**

The program will be further promoted via WJZ's newspaper advertising and on-the-air promotion. ABC stars will appear at new store openings and other special events.

For complete details, contact your ABC representative immediately.

COMPARATIVE NETWORK SHOWSHEET

SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	Carter Prods. Drew Pearson (127)	Pearson Pharm My Friend Irma (191)	Quaker Gabby Hayes Show	Texas Rangers Joel McCrea *MM (see footnote)
6:15	Seeman Bros. Mon. Headlines (268) R	"	"	"
6:30	CBC Winnipeg Concert (alt.)CBC Vancouver Symphony	C-P-P Dental & Shave Creams Our Miss Brooks (193)	Nick Carter	Reynolds Metals The Big Show (175)
6:45	"	"	(6:55-7) State Farm Ins. C. Brown	"
7:00	"	Amer. Tob. Co. Jack Benny (199) R	Affairs of Peter Salem	The Big Show OT
7:15	"	"	"	"
7:30	The Great Adventure S	Rexall Amos 'n' Andy (192)	Little Symphonies	" *OT
7:45	"	"	"	"
8:00	Stop the Music S	Coca-Cola Charlie McCarthy Show (201)	This Is Free Europe	RCA Harris & Faye (188)
8:15	"	"	"	"
8:30	Stop the Music *PP	Philip Morris Playh. on Bwy. (188)	Enchanted Hour	U. S. Steel Theatre Guild on the Air (177)
8:45	Lorillard Stop the Music (197)	"	"	"
9:00	Warner-Hudnut Walter Winchell (287)	Electric Cos. Corliss Archer (176)	Opera Concert	"
9:15	Cafe Istanbul Dietrich S	(alt. wks.)	"	"
9:30	"	Meet Millie	Sterling John J. Anthony Hour	The 64$ Question S
9:45	The Three Suns S	"	"	"
10:00	Burton Dixie Corp., Paul Harvey (118)	(10-10:05) Bob Trout	Okla. City Symphony	Tin Pan Valley S
10:15	Gloria Parker Show S	(10:05-30) The People Act	"	"
10:30	Co-op George Sokolsky	Longines-Wittnauer Chevaliers (157)	"	Eileen Christy & Company S
10:45	Dr. Gino S	"	"	"
11:00	News S	News	News	News from NBC
11:15 PM	Thoughts In Passing S	Thinking Out Loud (11:15-25)	Music	Clifton Utley

MONDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service Mon-Fri 6-7 p.m.	Metro. Life Ins. Allan Jackson (28)	Repeat of Kid Strips	News Bob Warren S
6:15	"	You and the World S	"	Bill Stern's Sports Review (MM)
6:30	"	No Service	"	No Network Service
6:45	"	P&G Ivory Lowell Thomas (106)	"	Sun Oil Co. 3-Star Extra (34)
7:00	Co-op Headline Edition	P&G Oxyd. Lava Draft—Beulah (125) R	Co-op Fulton Lewis Jr. (349)	Pure Oil Co. News Time (33)
7:15	Co-op Elmer Davis	P&G Tide Jack Smith Show (153) R	Dinner Date S	No Network Service
7:30	General Mills Lone Ranger (153) R	Campbell Soup Club 15 (165) R	Amer. School & Beltone alt. wks. Gabriel Heatter	Miles Labs News of World (162)
7:45	(See footnote)	Am. Oil-Hamm. Ed. R. Murrow (101)	Co-op (7:45-7:55) Mutual Newsreel	Miles Labs 1 Man's Family (159) H R
8:00	General Motors Henry Taylor (159)	Elec. Auto-Lite Suspense (105)	Woman of the Year	AA of RR's Railroad Hour (181)
8:15	World Wide Flashes S	"	"	"
8:30	The Big Hand S	Lever-Lipton Godfrey Talent Scouts (156) R	(Co-op) Crime Does Not Pay	Firestone Voice of Firestone (142)
8:45	"	"	"	"
9:00	Paul Whiteman Teen Club S	Lever—Lux Lux Radio Theatre (180)	Crime Fighters	Bell Telephone Telephone Hour (178) R
9:15	"	"	"	"
9:30	"	"	Co-op War Front—Home Front	Cities Service Band of America (183) N
9:45	"	"	"	"
10:00	News of Tomorrow S	R. J. Reynolds Bob Hawk Show (179)	A. F. of L. Frank Edwards (135)	Al Goodman's Musical Album (10-10:30)
10:15	Dream Harbor S	"	Co-op I Love A Mystery	Life (99) Montgomery (10:30-10:35)
10:30	Time For Defense	Phillips Petro Rex Allen Show (68)	Poo Wee Hunt-Dixieland Band	Dangerous Assignment (MM) (10:35-11)
10:45	"	Robert Q. Waxworks	"	"
11:00	"	News	Co-op Baukhage Talking	News from NBC
11:15 PM	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

TUESDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service	Metro. Life Ins. Allan Jackson (28)	Repeat of Kid Strips	News Bob Warren S
6:15	"	You and the World S	"	Bill Stern's Sports Review (MM)
6:30	"	No Service	"	No Network Service
6:45	"	P&G Ivory Lowell Thomas (106)	"	Sun Oil Co. 3-Star Extra (33)
7:00	Co-op Headline Edition	P&G Oxyd. Lava Draft—Beulah (125) R	Fulton Lewis Jr. (348)	Pure Oil Co. News Time (29)
7:15	Co-op Elmer Davis	P&G Tide Jack Smith Show (153) R	Dinner Date	No Network Service
7:30	General Mills Silver Eagle (137)	Peggy Lee Show S	Cons. Mutual Ins. Gabriel Heatter	Miles Labs. News of World (162)
7:45	"	Am. Oil-Hamm. Ed. R. Murrow (101)	Co-op Mutual Newsreel (7:45-7:55)	Miles Labs 1 Man's Family (160) H R
8:00	Newsstand Theatre S	Mars People Are Funny (179)	The Black Museum	duPont Cavalcade of America (182)
8:15	"	"	"	"
8:30	Met Auditions of the Air S	C-P-P Shampoo & Shave Cream Mr. & Mrs. North (187) R	(Co-op) Story of Doctor Kildare	Lewis-Howe Co. 3 / 15 Barrie Craig (189)
8:45	"	"	"	"
9:00	Co-op Town Meeting	Wm Wrigley Life of Luigi (188)	Official Detective	Liggett & Myers Chesterfield Bob Hope (176)
9:15	"	"	"	"
9:30	"	Sterling Drug Pursuit (157)	Mysterious Traveler	Pet Milk Fibber McGee & Molly (158)
9:45	Chr. S. Publ. Co. Chr. S. Monitor Views News (15)	"	"	"
10:00	News of Tomorrow S	The Line-up	A. F. of L. Frank Edwards (29)	Philip Morris Playhouse on Bwy. (137)
10:15	Dream Harbor S	"	Co-op I Love A Mystery	Life (100) Montgomery (10:30-10:35)
10:30	United—or Not? S	Robert Q's Waxworks	Dance Orchestra	The Man Called "X" S
10:45	"	"	"	(10:35-11) "
11:00	Band S	News	Co-op Baukhage Talking	News from NBC
11:15 PM	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

WED

	ABC	CBS
6:00 PM	Not in Service	Metro. Life Ins. Allan Jackson (28)
6:15	"	You and the World S
6:30	"	No Service
6:45	"	P&G Ivory Lowell Thomas (106)
7:00	Co-op Headline Edition	P&G Oxyd. Lava Draft—Beulah (125) R
7:15	Co-op Elmer Davis	P&G Tide Jack Smith Show (153) R
7:30	General Mills Lone Ranger (153)	Campbell Soup Club 15 (165) R
7:45	(See footnote)	Am. Oil-Hamm. Ed. R. Murrow (101)
8:00	Sterling Drug Mystery Theatre (288)	Lever-Lipton Big Town (156) R
8:15	"	"
8:30	The Top Guy *PP	Chesebrough Dr. Christian (182) R
8:45	"	"
9:00	Co-op Rogue's Gallery	Margo & Lee Safety Razor Inc. Blades (19)
9:15	"	"
9:30	Co-op Mr. President	Liggett & Myers Bing Crosby (186)
9:45	"	"
10:00	News of Tomorrow S	Pabst Blue Ribbon Bouts (170)
10:15	Dream Harbor S	"
10:30	Latin Quarter Orchestra S	"
10:45	"	"
11:00	Band S	Hom
11:15 PM	Sports Report S	Dance Orchestra

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	Milton Cross OperaAlbum S	Trinity Choir	Elder Michaux Happiness Hour	Co-op World News Lockwood Doty
9:15	"	News S	"	We Hold These Truths
9:30	Prophecy, Inc. Voice of Prophecy (99)	E. Power Biggs	Christian Rel. Church Back to God	Carnival of Books
9:45	"	"	"	Hudson Coal D&H Miners Spl. (14)
10:00	Message of Israel S	Church of Air S	Radio Bible Class (311)	National Radio Pulpit S
10:15	"	"	"	"
10:30	Negro College Choirs S	"	Voice of Prophecy (327)	Dr. Peale Art of Living S
10:45	"	"	"	News Highlights S
11:00	Fine Arts Quartet S	Salt Lake City Tabernacle	Wm. Hillman	Faultless Starch Time (55) Spl.
11:15	"	"	American Protam Corp. Health Quiz	Morning Serenade S
11:30	The Christian In Action S	Invitation to Learning* S	Northwestern U. Review S	U.N. Is My Beat S
11:45	"	"	"	Green Cross Song Festival
12:00 N	News S	People's Platform	College Choirs	Viewpoint USA
12:15 PM	Brunch Time S	"	"	Fish Jubilee Singers
12:30	Co-op Piano Playhouse	Howard K. Smith	Co-op Hazel Markel	The Eternal Light S
12:45	"	Bill Costello News	Dawn Bible Frank & Ernest	"
1:00	Churches of Christ Heraldof Truth (105)	String Serenade	Vandeventer & The News S	Critic at Large
1:15	"	"	American Protam Corp. Health Quiz	Mike 95

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
9:00 AM	General Foods Breakfast Club (266)	Co-op News	Co-op Robt. Hurleigh	No Network Service
9:15	Swift & Co. Breakfast Club (290) R	No Service	(Co-op) Tell Your Neighbor	"
9:30	"	"	Harmony Rangers	"
9:45	Philco Corp Breakfast Club (289)	"	"	"
10:00	Sterling Drug My True Story (212) R	Toni-Wander Arthur Godfrey (178) R	Co-op Cecil Brown (82)	P&G. Welcome Travelers (144)
10:15	"	Lever-Rinso & Pepsodent, Godfrey (181) R	Lanny Ross	"
10:30	General Mills Whispering Streets	Pillsbury Arthur Godfrey (192) R	Co-op Take a Number	Campbell Double or Nothing (140)
10:45	Philip Morris Against the Storm (255)	National Biscuit Arthur Godfrey (193) R	"	"
11:00	Lever Bros. Lone Journey (257)	Liggett & Myers Arthur Godfrey (199) R	Sterling Drug Ladies Fair 11-11:25	C-P-P Strike It Rich (171)
11:15	General Foods When a Girl Marries (94)	"	"	"
11:30	Bristol-Myers (MWF) (290)	Contnl. Baking Grand Slam (51)	Lorillard-Kraft Queen for A Day	C-P-P King's Row (147)
11:45	Philip Morris (TuTh) (257) Break the Bank	P&G Ivory Snow Rosemary (141)	"	Armour Dial Dave Garroway (173)
12:00 N	Prudential The Jack Berch Show (256)	General Foods Wendy Warren (160)	Miles Labs Curt Massey Time	No Network Service
12:15 PM	Serutan Victor Lindlahr (140)	Lever Bros. Aunt Jenny (143)	Johnson & Son News (12:15-12:25)	The Kate Smith Show (MM)
12:30	Not in Service	Whitehall Helen Trent (176)	Kellogg Curt Smith (12:25-12:30)	"
12:45	"	Whitehall Our Gal Sunday (178)	Faith In Our Time	No Network Service
1:00	Co-op Paul Harvey	P&G Ivory, Spt & Span, Big Sister (156)	Co-op Cedric Foster	Homestowners S
1:15	Co-op Ted Malone	P&G Oxydol Ma Perkins (158)	Bob Poole Show	Pickens Party

SATURDAY

	ABC	CBS	MBS	NBC
9:00 AM	No School Today Co-op	Co-op News	Network Opens 10 a.m.	Howdy-Doody (8:30-9:30) (MM)
9:15	"	No Service	"	"
9:30	"	"	"	Brown Shoe (125) Smilin' Ed McConnell
9:45	"	Ferry-Morse Garden Gate (193) R	"	"
10:00	"	St. Louis Melodies	Miscellaneous Program S	Archie Andrews S
10:15	"	Galen Drake	"	"
10:30	Ralston Space Patrol (294)	Make Way/ Youth	Bruce MacFarlane	Pet Milk Mary Lee Taylor (144)
10:45	"	"	Helen Hall	"
11:00	Junior Junction S	Cream of Wheat Let's Pretend *(154)	Benj. Moore Your Home Beautiful	My Secret Story
11:15	"	"	(11:15-11:25) Adventure on Thunder Hill	"
11:30	Eddie Fisher Show S	Cannon Mills Give & Take (151)	U.S. Marine Band	Hollywood Love Story S
11:45	"	"	"	"
12:00 N	101 Ranch Boys S	Armstrong Cork Theatre of Today (187)	Quaker Man on the Farm	News At Noon
12:15 PM	"	"	"	Public Affairs S
12:30	American Farmer S	Carnation, Stars Over Hollywood (153)	5th Army Band	U.S. Marine Band
12:45	"	"	"	"
1:00	Navy Hour S	Toni Grand.Con.Sta. (175)	Dance Orch	Allis-Chalmers Natl. Farm & H. Hour (174)
1:15	"	"	"	"

DAY

	ABC
1:30 PM	Kolland Vespers S
1:45	"
2:00	Marines In Review S
2:15	"
2:30	Concert of Europe S
2:45	"
3:00	This Week Around the World S
3:15	"
3:30	Dr. Billy Graham Hour of Decision (229)
3:45	"
4:00	Gospel Rally, St. Olaf-Fortland Festival Rr. (242)
4:15	"
4:30	"
4:45	"
5:00	Symonds Elec. Sammy Kaye's Sunday Serenade (30)
5:15	"
5:30	Goodyear Greatest Story (238)
5:45 PM	"

EVENING

MARCH 1952

TUESDAY

MBS	NBC
Repeat of Kid Strips	News Bob Warren S
"	Bill Stern's Sports Review (MM)
"	No Network Service
"	Sun Oil Co. 3-Star Extra (34)
Fulton Lewis Jr. (349)	Pure Oil Co. News Time (34)
Stag Lines (Co-op)	No Network Service
Nazzaro Gabriel Heatter	Miles Labs News of World (162)
Co-op 7:45-7:55 Mutual Newsroom	Miles Labs 1 Man's Family (159) H R
MGM Musical Comedy Theatre of the Air	Schlitz Brewing Halls of Ivy (175)
"	"
"	Kraft Gildersleeve (160)
"	"
Out of the Thunder	DeSoto Plymouth Dealers, You Bet Your Life (183)
"	"
Family Theatre S	Am. Cig. & Cig. The Big Story (176)
"	"
A. F. of L. Frank Edwards (135)	Barrie Craig Conf. Investigator LP 3 12 S
Co-op I Love A Mystery	Life (99) Montgomery (10:30-10:35)
Dance Orchestra S	Meredith Wilson Music Room S (10:35-11)
"	"
Co-op Baukhage Talking	News from NBC
U.N. Highlights	News of the World Morgan Beatty

WEDNESDAY

ABC	CBS	MBS	NBC
Not in Service	Metro. Life Ins. Allan Jackson (28)	Repeat of Kid Strips	News Lionel Ricau S
"	You and the World S	"	Bill Stern's Sports Review (MM)
"	No Service	"	No Network Service
"	P&G—Ivory Lowell Thomas (106)	"	Sun Oil Co. 3-Star Extra (32)
Co-op Headline Edition	P&G Oxyd. Love Droft—Beulah (125) R	Fulton Lewis Jr. (349)	Pure Oil Co. News Time (33)
Co-op Elmer Davis	P&G—Tide Jack Smith Show (153) R	Rukeyser Reports (Co-op)	No Network Service
General Mills Lone Ranger (153)	Campbell Soup Club 15 (165) R	VCA Labs, Inc. Gabriel Heatter	Miles Labs News of World (162)
(See footnote)	Am. Oil-Hamm. Ed. R. Murrow (101)	Co-op 7:45-7:55 Mutual Newsroom	Miles Labs 1 Man's Family (160) H R
R. J. Reynolds Richard Diamond (285)	Wildroot F.B.I. In Peace & War (155) R	Modern Adventures of Casanova	Avco Crosley Father Knows Best (138)
"	"	"	"
Equitable Life This Is Your FBI (290) R	Hall Bros. Hallmark Playhouse (186) R	(Co-op) The Hardy Family	Mr. Keen Tracer of Lost Persons *OT
"	"	"	"
Heinz Ozzie & Harriet (288)	GF—Postum Mr. Chameleon (162)	Pal Blade Rod & Gun Club	L&M Fatima Dragnet (171) R
"	"	"	"
Bristol-Myers Mr. District Atty. (288)	Stars in The Air	Co-op Reporter's Roundup	Gulf Refining Counterspy (123)
" (see footnote)	Foreign Reporter S	"	"
Gillette Cavalcade of Sports (283)	Hollywood Sound Stage	A. F. of L. Frank Edwards (28)	Amer. Tob. Co. Your Hit Parade (180)
"	"	Co-op I Love A Mystery	"
"	Robert Q's Waxworks	Dance Orchestra	Life (100) Montgomery (10:30-10:35)
American Sports Page S	"	"	Hollywood Music Box (10:35-11)
News S	News	Co-op Baukhage Talking	News from NBC
Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

THURSDAY

ABC	CBS	MBS	NBC
Not in Service	Metro. Life Ins. Allan Jackson (28)	Repeat of Kid Strips	News Lionel Ricau S
"	You and the World S	"	Bill Stern's Sports Review (MM)
"	No Service	"	No Network Service
"	P&G—Ivory Lowell Thomas (106)	"	Sun Oil Co. 3-Star Extra (32)
Co-op Headline Edition	P&G Oxyd. Love Droft—Beulah (125) R	Fulton Lewis Jr. (349)	Pure Oil Co. News Time (30)
Co-op Elmer Davis	P&G—Tide Jack Smith Show (153) R	Rukeyser Reports (Co-op)	No Network Service
General Mills Silver Eagle (137)	Peggy Lee Show S	VCA Labs, Inc. Gabriel Heatter	Miles Labs News of World (162)
"	Am. Oil-Hamm. Ed. R. Murrow (101)	Co-op 7:45-7:55 Mutual Newsroom	Miles Labs 1 Man's Family (160) H R
The Redhead S	Wildroot F.B.I. In Peace & War (155) R	Modern Adventures of Casanova	Avco Crosley Father Knows Best (138)
"	"	"	"
Delense Attorney *PP	Hall Bros. Hallmark Playhouse (186) R	(Co-op) The Hardy Family	Mr. Keen Tracer of Lost Persons *OT
"	"	"	"
Lorillard Amateur Hour (295)	GF—Postum Mr. Chameleon (162)	Pal Blade Rod & Gun Club	L&M Fatima Dragnet (171) R
"	"	"	"
"	Stars in The Air	Co-op Reporter's Roundup	Gulf Refining Counterspy (123)
Foreign Reporter S	"	"	"
News of Tomorrow S	Hollywood Sound Stage	A. F. of L. Frank Edwards (28)	Amer. Tob. Co. Your Hit Parade (180)
Club Can Do S	"	Co-op I Love A Mystery	"
Hotel Edison Orchestra S	Robert Q's Waxworks	Dance Orchestra	Life (100) Montgomery (10:30-10:35)
"	"	"	Hollywood Music Box (10:35-11)
Band S	News	Co-op Baukhage Talking	News from NBC
Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

FRIDAY

ABC	CBS	MBS	NBC
Not in Service	Metro. Life Ins. Allan Jackson (28)	Repeat of Kid Strips	News Lionel Ricau S
"	You and the World S	"	Bill Stern's Sports Review (MM)
"	No Service	"	No Network Service
"	P&G—Ivory Lowell Thomas (106)	"	Sun Oil Co. 3-Star Extra (33)
Co-op Headline Edition	P&G Oxyd. Love Droft—Beulah (125) R	Fulton Lewis Jr. (349)	Pure Oil Co. News Time (33)
Co-op Elmer Davis	P&G—Tide Jack Smith Show (153) R	Mr. Mystery	No Network Service
General Mills Lone Ranger (153)	Campbell Soup Club 15 (165) R	Murine Co. Gabriel Heatter	Miles Labs News of World (162)
(See footnote)	Am. Oil-Hamm. Ed. R. Murrow (101)	Co-op 7:45-7:55 Mutual Newsroom	Miles Labs 1 Man's Family (159) H R
R. J. Reynolds Richard Diamond (285)	Musicland USA	Adventures of Maisie	General Foods Roy Rogers (172)
"	"	"	"
Equitable Life This Is Your FBI (290) R	The Big Time	(Co-op) Gracie Fields Show	The Martin & Lewis Show *OT
"	"	"	"
Heinz Ozzie & Harriet (288)	Paul Weston Show	Magazine Theatre	Coca-Cola Marie Lanza Show (192)
"	"	"	"
Bristol-Myers Mr. District Atty. (288)	Robert Q's Waxworks	Armed Forces Review	Short Story S
" (see footnote)	"	"	"
Gillette Cavalcade of Sports (283)	(10-10:05) Bob Trout News Capitol Cloakrm.	A. F. of L. Frank Edwards (135)	Night Beat S
"	"	Co-op I Love A Mystery	"
"	Dance Orchestra	Dance Orchestra	Life (99) Montgomery (10:30-10:35)
American Sports Page S	"	"	Bill Stern (10:35-10:45)
News S	News	Co-op Baukhage Talking	News from NBC
Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

SATURDAY

ABC	CBS	MBS	NBC
Una May Carlisle S	News	Harmony Rangers	Bob Warren News
Alert America S	UN on the Record	"	H. V. Kaltenborn News (MM)
Harry Wismer Co-op	CBS Radio Sports Roundup	Report From the Pentagon	NBC Symphony Orchestra
Labor-Management S	Larry Lesueur News	Organ Music	"
"	This I Believe Saturday at The Chase	Co-op Al Helfer	"
Co-op Bert Andrews	"	Twin Views of the News	"
Dinner At The Green Room S	Operation Underground	Down You Go (7:30-7:55)	TBA
"	Dr. Pepper Sports Roundup (49)	State Farm Auto Ins. Co. C. Brown	"
Dancing Party S	Wrigley Gene Autry (180)	20 Questions	Jane Ace Disc Jockey
"	"	"	"
"	GF-Post Cereal HopalongCassidy (155) R	(Co-op) MGM Theatre of the Air	Bob & Ray
"	"	"	"
"	GF-Grape-Nuts Gangbusters *(158) R	"	The Judy Canova Show S
"	"	"	"
"	Broadway Is My Beat	Lombardoland U.S.A. S	R. J. Reynolds Grand Ole Opry (163)
"	"	"	"
Saturday at Shamrock S	(10-10:05) Bob Trout News Robert Q's Waxworks	Chicago Theatre of the Air S	R. J. Reynolds Vaughan Monroe (170)
"	"	"	"
The Three Suns S	"	"	Saturday Nite Review
"	"	"	"
News S	News	News	News from NBC
Buddy Wood Trio S	Dance Orchestra	Dance Orchestra	Earl Goodwin Washington

DAYTIME

SUNDAY

CBS	MBS	NBC
Music For You	Lutheran Hour (Lutheran)	U. of Chicago Roundtable
"	"	"
Longines-Wittnauer Symphonette (156)	Top Tunes with Trendler	The Catholic Hour
"	"	"
New York Philharmonic Orchestra	Co-op Bill Cunningham (79)	Amer. Trucking Amer. Forum of the Air (175)
"	American Protam Corp. Health Quiz	"
"	Bandstand U.S.A.	America's Music S
"	"	"
"	Air Force Hour	Earl Godwin's Washington
"	"	Belmont Radio John C. Swayze (135)
TBA*	Bobby Benson	The Falcon S
"	"	"
Hearthstone of the Death Squad S	Under Arrest	U. S. Tobacco Martin Kane (167)
"	"	"
Kingan Arthur Godfrey Roundtable (97)	Wildroot The Shadow	American Baker Assoc. Hollywood Playhouse (183)
"	"	"
Admiral Broadway Theatre *(193)	Williamson (alternate wks.)	Whitehall 1212 S
"	True Detective Mysteries (515)	"

MONDAY - FRIDAY

ABC	CBS	MBS	NBC
Not in Service	P&G Crisco Dr. Malone (114)	Luncheon with Lopez	Co-op News Merrill Mueller S
"	P&G Duz Guiding Light (156)	"	Wesson Oil Dr. Paul (59)
Co-op M. M. McBride	GF Swan-Cal. Mrs. Burton (78 Grady Cole (41)	Dixieland Matinee	Ralph Edwards Show S
(See footnote)	P&G Tide Perry Mason (158)	"	"
Family Circle (2:35-3:00) S	Toni, Seeman Nora Drake (168)	Say It with Music	General Mills Live Like A Millionaire (74)
"	P&G Ivory Fl. Brighter Day (142)	"	Amer. Tob. Co. Banghart 2:55
Marriage for Two Co-op	Miles Labs Hilltop House (146)	Co-op Poole's Paradise	P&G Life-Beautiful (158)
Mary Marlin S	Pillsbury House Party (162)*	"	P&G Road of Life (158)
Lever Bros. Joyce Jordan M.D. (278)	"	"	P&G Pepper Young (158)
Philip Morris Romance of E. Winters (249	Star Lines* (3:50-55) News 3:55-4 p.m	"	P&G Right to Happiness (158)
General Mills Betty Crocker (91) R S	Ty—Music By Antonini MW Chicagoan ThF St. Louis Matinee	Miscellaneous Programs	P&G Backstage Wife (149)
Thy Neighbors Voice S	"	4:25 News S	Sterling Drug Stella Dallas (149)
The Dean Cameron Show S	Treasury Bandstand	Mart's Record Adventures M-F 4:30-5	Sterling Drug Young Widder Brown (149)
Manhattan Maharajah S	"	M—B. Benson TuTh Quaker Sgt. Preston of	Manhtn. Soap Woman in My House (177)
Big Jon & Sparkie (Co-op)	4:55-5 News	Yukon WF OrangeCrush Green Hornet	Whitehall Just Plain Bill (145)
Mark Trail S	5-5:45 p.m. No Service	"	Whitehall Front Page Farrell (140)
Kellogg Co. Space Cadet TuThTh (223)	"	(5:30-5:55 MWF Kellogg Wild Bill Hickok	P&G Lorenzo Jones (195)
(MWF) Fun Factory S—See Footnote	Miles Labs Curt Massey Time (147) R	Johnson & Son Capitol Commentary, M-F 5:55-6	Ex-Lax Inc. Doctor's Wife 3t 3 3

SATURDAY

ABC	CBS	MBS	NBC
Vincent Lopez Show	Carter City Hospital (149)	(1:30-2:25) Symp. for Youth	Coast Guard Cadets on Parade
"	"	"	"
Texas Co. Met Opera (278)	Harmol & Co. Music with H. Girls (120)	S. C. Johnson News (2:25-2)	Coffee in Washington S
"	"	"	"
"	The Chicagoans	Georgia Crackers	Musicana
"	"	"	"
"	Report From Over Seas	Bandstand U.S.A.	The Downhomers S
"	Adventure In Science	(3:25-3:30) S. C. Johnson News	"
"	Farm News Co-op	Sports Parade	U. S. Army Band
"	Correspondents' Scratch Pad	"	"
"	Stan Dougherty Presents	Caribbean Crossroads	Slim Bryant and His Wild Cats
"	"	"	"
"	Cross Section U.S.A.	Hawaii Calls	Mind Your Manners
"	"	"	"
Tea & Crumpets S	Dave Stephens Show	Layton Ensemble	Big City Serenade
"	"	"	"
At Home with Music S	Treasury Bandstand	Bands for Bonds (5:30-5:55) (5:55-6)	The Helping Hand
Club Aluminum Club Time (29)	"	S. C. Johnson Capitol Commentary	Mutual Benefit Ins., Bob Considine (178)

Explanation: Listings in order: Sponsor, name of program, number of stations; S sustaining; R rebroadcast West Coast; TBA to be announced. Time EST.

ABC—8:55-9 a.m., M-F, Stokely-Van Camp, The John Conte Show (295).
2:30-2:35 p.m., M-F, John H. Dulaney & Son, Dulaney Daily Double, (49).
5:55-6 p.m., M-F, World Flight Reporter
7:30-8 p.m., M-W-F, Amer. Bakeries (southeast), Lone Ranger
9:55-10 p.m., F, General Foods, Sanka News Roundup (283)
* PP (Pyramid Plan) American Chicle & General Mills participations on The Top Guy, W., 8:30-9 p. m.; Defense Attorney, Th., 8-8:30 p.m.; Stop the Music, Sun., 8:30-8:45 p.m., seg.

CBS—11-11:05 a.m. Sat., Campana Sales, Bill Shadel & News, (185)
5:55-6 p.m., Sun., Campana Sales, Sunday News Special, (159)
10:25-30 a.m., Sat., Econ. Lab., Galen Drake (187)
9:25-30 p.m., Thu., General Foods, Bill Shadel & News, (153)
9:25-30 p.m., Sat., General Foods, Sanka Salutes with Win Elliott, (156)
8:30-9:15 a.m., Sun., General Foods, Sunday Morning Gatherin' (107)
3:45-50 p.m., M-F, Kellogg, Carl Smith, (121)
3:40-45 p.m., M-F, Pillsbury Mills, Cedric Adams (162)
11:30-35 a.m., Sun., Bill Shadel (S)
4:10-15 p.m., Sun., Bill Downs (S)

MBS—7:55-8 p.m. M-F, Miller Brew. News.
8:55-9 a.m., M-F, R. J. Reynolds Tobacco Co.—Ken Carson Show.
11:25-11:30 a.m., M-F, S. C. Johnson & Son, Inc., News
11:30-12:00 Noon, M-W-F, Kraft Foods Co.—co-sponsors Queen for a Day.
2:25-2:30 p.m., M-F, S. C. Johnson & Son News.
4:55-5 p.m., S. Bobby Benson—American Chicle
5:15-5:30 p.m., M, portion of Bobby Benson sponsored by Kraft Foods Co.
9-9:05 p.m., M-F, Johns-Manville Corp. Bill Henry.

NBC—*OT Operation Tandem, Whitehall Amer. Chicle, Liggett & Myers.
8-8:15 a.m., Skelly Oil, M-F, News (28); Sat., This Farming Bus.
10:45-11 a.m. Hymn Time, Gen. Mills, (10).
* MM—"Minute Man" Programs.

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING
February 25, 1952 Copyright 1952

KECA 790 on your dial RADIO

ABC Radio News

WEST COAST SPECIAL

OWNED RADIO STATIONS

KECA—KEY RADIO STATION IN LOS ANGELES OF THE AMERICAN BROADCASTING COMPANY

DISC-JOCKEY KING NOW ON KECA

SELLINGEST MAN in Los Angeles Radio, platter man Al Jarvis, has moved to ABC station KECA. Jarvis, radio's pioneer disc jockey, will soon celebrate his 20th anniversary on the air.

Famous stars appear on The Al Jarvis Show

LOS ANGELES. America's Number One disc jockey, Al Jarvis, is now on KECA with his popular program, every weekday afternoon, 1-2 pm., and every weekday evening 10:30-11 pm. In his 19 years as a disc jockey, Jarvis has collected a fabulous library of 15,000 recordings, every possible type of modern music.

In addition to musical variety and in addition to Jarvis himself, there are famous stars of the entertainment world in frequent guest appearances on "The Al Jarvis Show." Jarvis is constantly promoting new talent and has been instrumental in furthering the careers of Benny Goodman, Nat King Cole, Stan Kenton, Frankie Laine and other top stars. He delivers his own commercials and has sold almost every type of product or service in his own unique, persuasive style. For complete details about the hottest salesman in Los Angeles, contact your ABC representative today.

BULLETIN TO EASTERN ADVERTISERS

ABC key station in New York has announced an unprecedented guaranteed-merchandising bonus on its new WJZ Caravan. For further facts, turn to the front page of this insert.

RALSTON CONTEST

WIOU, WFBM, WEAM Tops

A HARD-HITTING, well-rounded promotion campaign, which amply succeeded in its goal of increasing store traffic—and sales—for Purina dealers, has had the further result of winning for WIOU Kokomo, Ind., top place in the "Farm Radio Promotion Contest" sponsored last fall by the Chows Division of Ralston Purina Co. Nearly 500 radio stations currently broadcast Purino Chows programs.

Second place honors are shared by WFBM Indianapolis and WEAM Arlington, Va. Other awards for contest excellence go to WWBZ Vineland, N. J.; WDZ Decatur, Ill.; KDET Center, Tex.; KTUC Tucson and WAVU Albertville, Ala.

Honorable mentions are awarded to KOLT Scottsbluff, Neb.; KFAB Omaha; WJAG Norfolk, Neb.; WRAG Carrollton, Ala.; WJAY Mullins, Ala., and KSFA Nacogdoches, Tex.

Awards, announced today by Gardner Adv., Purina agency, were given for "the most consistent, effective and original promotion campaign on a Purina Chows radio program to attract farm listeners and to increase the selling power of the program during the period between Oct. 1 and Dec. 15, 1951."

WIOU Planning

WIOU began its prize-winning campaign at a meeting of John Jeffrey, station manager, and Bob Nance, farm director, with Purina salesmen and dealers to plan promotion and merchandising strategy. Resulting promotion schedule was designed to create interest in the "Mike and Ike" demonstrations—two pigs fed in the store to show how Purina Chows add pounds to pigs and profits for their raisers—and the "body and egg" plan for building sturdier, more productive hens through proper feeding.

To get farm families into the stores to see these demonstrations, WIOU staged a drive that included frequent mailings to dealers and their customers and prospects, publicity in local newspapers, dealer-feeder radio interviews, personal appearances at Purina outlets, counter cards for dealers' stores, contests and parades, all centered on Bob Nance's *IOU Farm Service* broadcasts, sponsored Monday-through-Friday, 12:30-12:45 p.m., by Purina.

Letter Contest of WFBM

Harry Martin, farm editor of WFBM, added a third dimension to the "Mike and Ike" demonstrations by originating a "Checkerboard Sue" contest in which a registered Poland China gilt was given to the writer of the best letter explaining why he should get the pig. (The name ties in with the checkerboard design that dominates the packages of Purina products.) Radio and TV appearances, newspaper ads and special mailings made "Checkerboard Sue" a porcine celebrity whose personal appearances in dealers' stores boosted store traffic and sales. Purina sponsors Harry Martin's *Hoosier Farm Circle* on

Mr. Nance

Mr. Martin

WFBM each weekday, 12:30-12:45 p.m.

Built around Purina's recorded *Eddy Arnold Show* on WEAM each Saturday, 8:30-9 p.m., this station's promotion featured an amateur singing contest—"Can You Sing Like Eddy Arnold?" — with the winner offered a WEAM contract. Contest and other WEAM promotions were used to focus attention on green-yolk egg demonstrations of Purina dealers, showing the effect of feeding egg content, and succeeded in bringing new customers to Purina dealers.

Eight prizes were offered to stations competing in the contest: A station wagon for the first place winner, Ampex console tape recorders for the two second placers and Ekotape recorders to the next five. Actual prizes, however, are being changed to fit the winners' preferences and to give them prizes "they can use" as "decided by the stations themselves," the agency explained.

Contest Judges

Contest judges were Gordon Philpott, vice president in charge of advertising, Ralston Purina Co.; Sol Taishoff, publisher, BROADCASTING • TELECASTING; Phil Alampi, farm director, WJZ New York and past president of the National Assn. of Radio Farm Directors; Norman Glenn, publisher, *Sponsor*. Maury Malin, Purina advertising manager, and Jack Leach, Purina account executive of Gardner Adv., were judging coordinators.

Discussing the contest, Mr. Malin commented: "The biggest thing to come out of the contest is the proof we now have of the tremendous plus-power there is in farm radio when the radio station, our salesmen and retail dealers all work together at the local level. Some of the ideas from these contest entries will be incorporated in our fall 1952 promotion plans."

Mrs. J. J. Porter

MRS. J. J. PORTER, 88, mother of Paul A. Porter, former FCC chairman and now member of Washington law firm of Arnold, Fortas & Porter, died Feb. 17 in her home at Winchester, Ky. Funeral services were held Feb. 19 in Winchester.

WKBV

RICHMOND, INDIANA

Announces the affiliation with

ABC

Effective March 1st

Richmond is SOLD on WKBV and ABC

WKBV programs are beamed for the Richmond area listeners.

WKBV reaches and sells the majority of the Richmond area listeners.

WKBV serves the Richmond area with its own staff of local news reporters.

WKBV is represented nationally by Robert Meeker Associates, Inc., with offices in New York, Chicago, Los Angeles and San Francisco.

WKBV RICHMOND, INDIANA

RECRUITING

Radio-TV Assured Of Ad Monies

THERE will be no discrimination against radio and television in future disbursement of advertising monies for recruiting programs, NARTB was reassured last Monday at a meeting with Defense Dept. officials.

The conference was called by officials of the Military Personnel Procurement Service, who explained allocations for the current interim program which they announced a fortnight ago.

At the same time, MPPS officials promised a review of the U. S. Army and Air Force recruitment advertising program, which will be distributed to the nation's radio-TV broadcasters by NARTB. The review will be prepared by Col. William Berkeley, chief of the MPPS publicity branch.

Radio is earmarked for 46%—or $511,568—out of a total of $1,109,672 spent or allocated for recruitment since July 1, 1951. About 18%, or $95,000, is slated to be spent before July 1 on time for a series of Air Force and Army radio spot announcements [B•T, Feb. 11].

Share will be siphoned off from $550,000 previously held in reserve from 1950-51 funds. Media plans for 1951-52, for which Congress has attached funds, also are under study by Grant Adv., which handles the Army and Air Force accounts. A third allotment now pends on Capitol Hill for 1952-53.

Heading the NARTB delegation last Monday was Ralph W. Hardy, government relations director; Howard Bell, television department; Vincent Wasilewski, legal department, and Robert K. Richards, public affairs director.

Noting the 46% tabbed for radio from the leftover reserve, Mr. Hardy explained that the actual expenditures represent only a "very small percentage" of total radio-TV advertising. He pointed out that both media contribute gratuitously for such programs. NARTB has requested a breakdown of monies spent in network and spot for fiscal '51 and '52 amounting to 46%.

NARTB had requested the meeting, one of a series held at the Pentagon, because of legislation adopted by Congress last fall containing a ban on use of radio and TV. Drive for this prohibition was spearheaded by Sen. Joseph O'Mahoney (D-Wyo.), chairman of a Senate Appropriations subcommittee, who later disclaimed any enmity to both media.

Also attending Monday's meeting, along with NARTB representatives and Col. Berkeley, were Edward Lewis, head of Grant Advertising's Washington office, and John Ball and John Holt, Grant account executives for the Air Force and Army, respectively; Maj. Frank McWalters, Maj. Karl Zipf and Capt. Robert Dall'Aqua, aides of the MPPS deputy chief, Col. James H. Banville.

It also was learned last week that military personnel procurement authorities plan to revive the recruitment advertising issue on Capitol Hill this Thursday. They are scheduled to appear before a House Appropriations subcommittee in connection with fiscal '53 monies. Col. Banville will appear.

Another move was afoot to thaw the Congressional freeze on '52 expenditures, perhaps in the form of a deficiency appropriation request calling for the rescinding of language banning use of radio-TV for current funds, it was learned.

The original budget called for $3.1 million for recruiting activities including national and local promotion. A sum of $2.1 million had been tabbed for national advertising, with some $400,000 already spent before the freeze was imposed. A part of this amount was used for radio spot and TV production, it was explained.

Media allocation for remaining $1.7 million of '52 funds has not yet materialized at Grant Adv. pending Congressional action on the ban. But it was indicated that radio would derive its share, probably for spot broadcasting. Use of network radio will hinge on the tack taken by Congress. TV spots may be utilized, too, but a difficulty here is said to be the lack of available prime time periods adjacencies.

The status of the Defense Dept.'s information or "prestige" programs, which were broadly reappraised in light of the recruitment issue and overall Defense Dept. radio-TV policy, also may be brought up in future budget hearings. Public information activities have been limited to $10.5 million under a proviso attached to budget legislation last year.

Fashion Show Benefit

JUNIOR Women's Adv. Club of Chicago will sponsor two showings March 13 of "Complete Coverage," spring fashion show, in auditorium of Foote, Cone & Belding. President Jane Ellen Murray, J. Walter Thompson Co., says showings will raise funds for scholarship awards granted yearly to woman majoring in advertising at U. of Illinois.

New England AFA

FIRST district—New England—of Advertising Federation of America has elected Leonard H. Marcus, president of the Leonard H. Marcus display printing firm in Springfield, Mass., as governor. Other officers: Raymond C. Strawbridge, Dickie-Raymond Inc., Boston, first lieutenant governor; J. Frank Bean, National Biscuit Co., Hamden, Conn., second lieutenant governor; Betty Gunning, WJAR Providence, treasurer; and Stanley J. Woods, also of the Marcus Co., secretary.

RATINGS *or* RESULTS?

Undoubtedly you are a person who uses both—BUT we both know there are too many people who buy time on ratings alone.

According to BMB, WGN reaches 2,850,000 radio homes per week during the daytime. That's 260,100 more homes than the next station . . . and the majority of these homes are located in five states. No rating service gives a picture of five state coverage. Since no station comes close to WGN's coverage, you can't compare other stations with WGN on the basis of ratings.

All we ask is that you test WGN's pulling power as other advertisers have done. One advertiser wrote: "From time to time, we have used all the basic network stations in Chicago. WGN has consistently out-pulled these stations at a ratio of better than five to one."

★ ★ ★

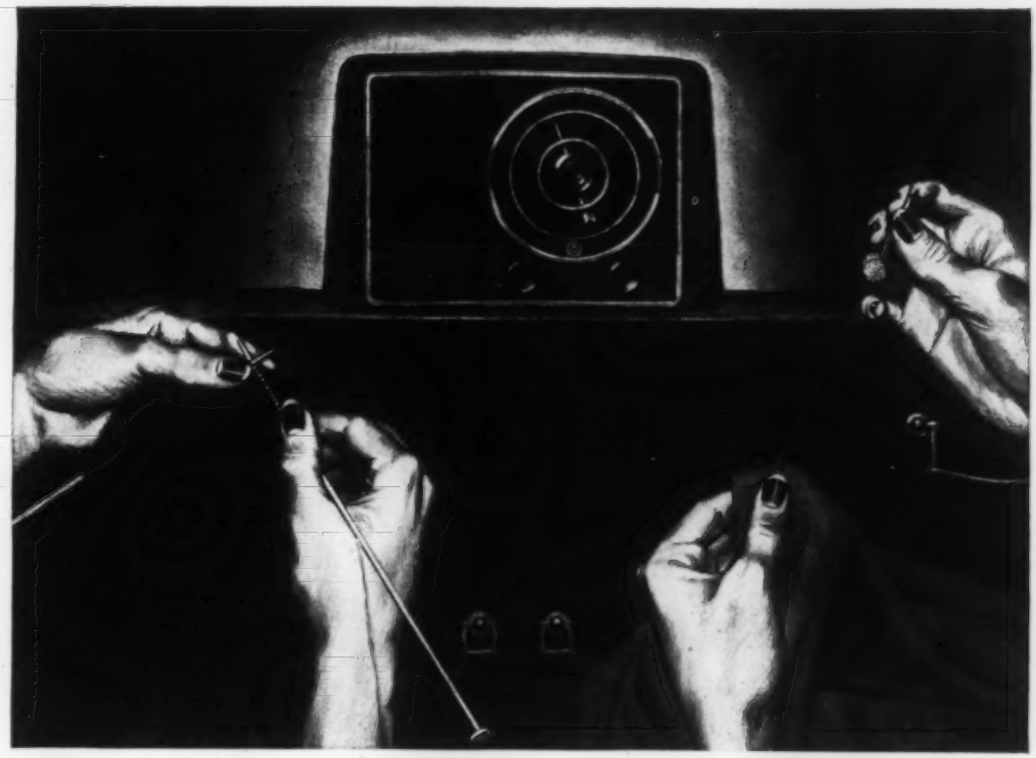
Radio reaches and sells more people per dollar spent than any other medium, and WGN reaches and sells more people than any other Chicago station.

A Clear Channel Station . . .
Serving the Middle West
MBS

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial

Chicago office for Minneapolis-St. Paul, Detroit, Cincinnati and Milwaukee
Eastern Sales Office: 220 E. 42nd Street, New York 17, N. Y. for New York City, Philadelphia and Boston
Geo. P. Hollingbery Co.
Advertising Solicitors for All Other Cities
Los Angeles—411 W. 5th Street • New York—500 5th Avenue • Atlanta—223 Peach Street
Chicago—307 N. Michigan Avenue • San Francisco—400 Montgomery Street



COMMUNITY RELATIONS:

THE DISTAFF SIDE

Industry must make friends *within* the family circle. Radio helps!

When a company makes friends of employees, suppliers, union leaders, and local government officials, it makes an effective start at good community relations.

But only a start!

It's vital to make friends with *families*. Wives, especially. Mothers. Fathers. Sisters. Brothers. Children.

It's vital, for example, that the families of a company's employees understand its aims, policies, problems.

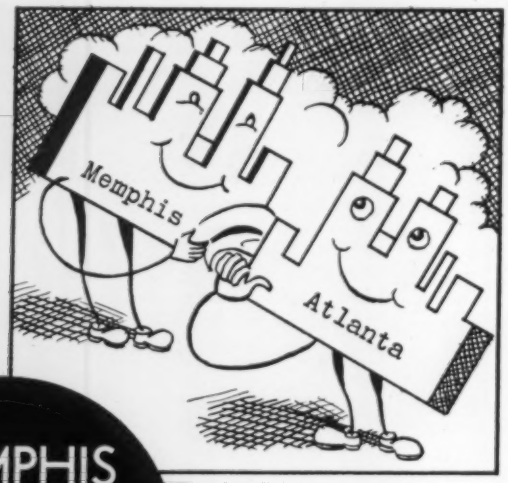
And the way to reach the most families at the lowest cost.. in community relations as in sales relations.. is via radio. Radio is the longest-reaching of local media. The most flexible. And it has the largest audience – with more than 90 percent of homes radio-equipped, in almost *any* given community.

In the Boston, Springfield, Philadelphia, Pittsburgh, Fort Wayne and Portland (Ore.) areas, Westinghouse stations offer 32 years' experience in helping industry make friends with its neighbors. Their skill and facilities are at the call of industrial management, advertising agencies and public relations counselors.

WESTINGHOUSE RADIO STATIONS Inc

WBZ • WBZA • KYW • KDKA • WOWO • KEX • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales



MEMPHIS bows to ATLANTA

RECENT ADDITION OF 83 SQ. MILES AND 100,000 PEOPLE ENABLES ATLANTA TO NOSE OUT MEMPHIS AS LARGEST CITY IN VITAL INSIDE U.S.A.-REA.

We are sorry, Atlanta, that we reported Memphis as the largest city in the Vital Inside U.S.A.-rea (shown below), in our ads last month.

We were, then, you know! But since you moved so fast and took all these neighboring folks into your corporate city limits, we at Memphis are happy to accord you the position due you.

Memphis is now SECOND largest city in this area of over 31,000,000 people

Memphis, which has shown a population of 410,725 since the 1950 census, is now second to your 428,299. We are giving you advance notice, however, Atlanta: By May 1, 1952, estimates for the metropolitan area of Memphis indicate a population of 500,000.

WMC NBC — 5000 WATTS — 790

MEMPHIS

National Representatives, The Branham Company

WMCF 260 KW Simultaneously Duplicating AM Schedule

WMCT First TV Station in Memphis and the Mid-South

Owned and Operated by The Commercial Appeal

WJMO EDITORIALIZES ON MEDIA ISSUE

Dave Baylor Counterattacks ANPA Campaign

DAVE BAYLOR, vice president and general manager of WJMO Cleveland, has begun an editorial counterattack against an American Newspapers Publishers Assn. ad campaign designed to show the superiority of newspapers over radio.

At the outset of the air editorial, an announcer introduced Mr. Baylor after this preface:

"WJMO, as is the case with most radio stations in the United States, is committed to a policy of neutrality in controversial issues. You as listeners are of course familiar with the stock phrase which goes: 'The views of the speaker are his own and do not represent the opinions of this station.'

"WJMO today makes a departure from that policy, for this is a matter which concerns radio itself. This is a defense of the medium of radio, which is now under direct attack by other media. We feel it is now time to rise to our own defense. So the views of the following *do* represent the opinion of this station."

Mr. Baylor called listeners' attention to an ANPA ad which implied that newspaper readers lose sleep waiting for the next edition of a newspaper when things of great news or emotional value are happening.

The ad ignored the fact that newspaper readers also are radio listeners and could simply turn on the radio at their elbow to keep abreast with news developments.

With logic as his scalpel, Mr. Baylor dissected the ad. In one paragraph, the ANPA asked: "Why do advertisers spend more of their money in newspapers than in any other form of advertising? Simply because everybody reads the newspapers everyday. So why advertise to only fractions of the people."

To that Mr. Baylor commented, "Well . . . first of all, last year, advertisers did not spend more money in newspapers than in any other form of advertising. They spent more in radio and television. . . . But this business of advertising to only fractions of the people . . . certainly everybody who reads the newspaper doesn't have 12½ hours to do it, and I don't think anybody has. Then it logically follows that *nobody* reads *all* the paper. So if nobody reads all the paper, doesn't the advertiser stand a pretty good chance that only a few people will read his ad? Isn't that advertising to fractions of the people?"

Alluding to circulation, Mr. Baylor said, "I'm not sure that many homes read or subscribe to all Cleveland papers, but I do know, and can prove that 98.7% of them can be reached by any one of eight radio stations in Cleveland."

Newspaper 'First' Claims

The ANPA ad stated flatly that only newspapers are first with the most news. Mr. Baylor asked when listeners first heard of the death of King George? He pointed out that if his listeners didn't hear about it over the air, they didn't get the story until the afternoon papers came out, some six hours after the death occurred.

In closing, Mr. Baylor observed, "Nowadays when a big event occurs people don't gather in groups and anxiously await the coming of the newspaper. They go to the nearest radio, which can't be more than a few steps away, and listen while they go on about their business.

"I don't think that any of us have lost any sleep lately, at least in the last few years, chewing our nails waiting for the newspaper to come out to find out what's going on in the world. People just don't live like that anymore, no matter what the American Newspaper Publishers Assn. may want us to believe to the contrary."

The announcer concluded the broadcast by repeating that Mr. Baylor's talk was an editorial and that in the future when such talks are given, they will be so labeled.

"This action has been taken by this station," the announcer said, "in the defense of the radio industry in an issue where the effectiveness and influence of radio broadcasting has been brought under what we consider as unjustified criticism."

ON SUNDAY IN CINCINNATI THEY LISTEN TO NEWS & MUSIC

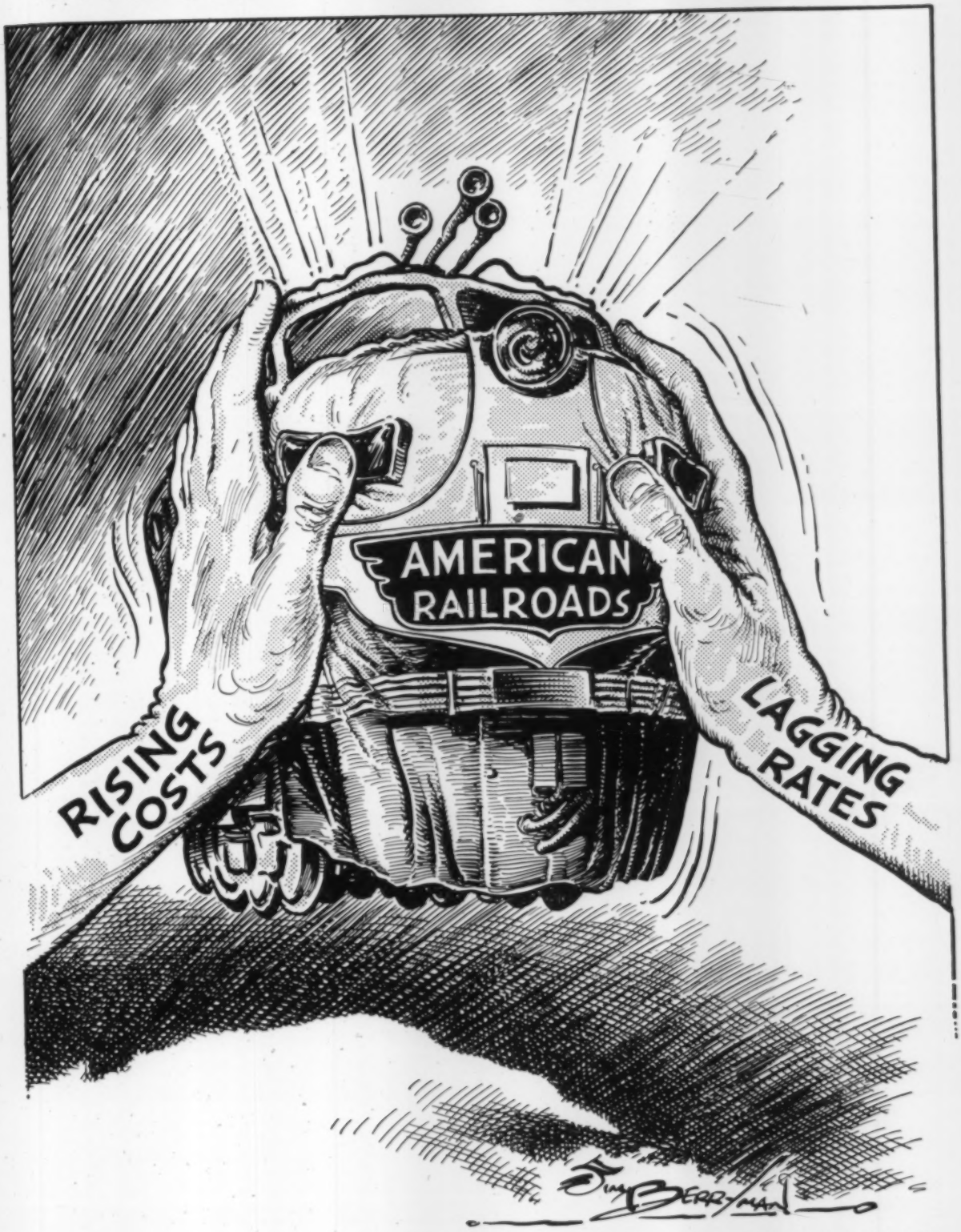
→ *See Centerspread This Issue* ←

ON THE AIR EVERYWHERE 24 HOURS A DAY

50,000 WATTS OF SELLING POWER

WLW WCKY CINCINNATI

CAUGHT IN A SQUEEZE..!



for the ASSOCIATION OF AMERICAN RAILROADS

How that seedling grew!

From 1,000 watts to 50,000!

From the world's first batteryless radio station to the first most powerful independent station in the British Commonwealth! From a handful of listeners in 1927 to Canada's No. 1 Station in Canada's No. 1 market . . . with the only CBS affiliation in that market!

We are proud of this record. We are grateful to all our friends who have helped us make it! Advertisers and public alike! And on this our twenty-fifth anniversary, we pledge to keep CFRB "Canada's No. 1 Station" . . . first for service, information and entertainment!

CELEBRATING A QUARTER CENTURY OF BROADCASTING

CFRB

TORONTO

Representatives:

United States: Adam J. Young Jr., Incorporated

Canada: All-Canada Radio Facilities Limited

FREEDOM AWARDS

duPont, WPIX (TV) Honored

E. I. duPONT de NEMOURS Co., Wilmington, won first prize in the radio class and WPIX (TV) New York took top honors in the television category in the Freedoms Foundation Awards announced Friday.

Dr. Robert A. Millikan, physicist, announced the annual award winners in special Washington's Birthday ceremonies at Foundation headquarters at Valley Forge, Pa.

More than 600 American individuals, schools and organizations named in the awards are to share $100,000 for outstanding contributions to freedom during 1951.

The duPont Co. was honored for its *Cavalcade of America*, documentary-type program aired over NBC, Tuesday 8-8:30 p.m. EST.

WPIX was honored for its special series, *Brundage Crime Report*, telecast Wednesday, 8:30-9 p.m.

Radio Honor Medal winners were:

(National) America's Future Inc., New York, for its LBS program, *Americans, Speak Up*; America's Town Meeting of the Air, New York, for its ABC program of the same name; Bank of America, Los Angeles, *Top of the Morning*, CBS Radio; Bill of Rights Commemorative Society, New York, *Our Bill of Rights*, ABC; Committee to Proclaim Liberty, Los Angeles, *Freedom Under God*, CBS Radio; Hallmark Greeting Card Co., Kansas City, Mo., *Hallmark Playhouse*, CBS Radio; NBC, for its *The Truth About Narcotics*; George Sokolsky, New York, *Youth Asks You*, ABC; Twentieth Century Fund and Ford Foundation, *The People Act*, NBC.

(Local) WPTR Albany and the Junior Leagues of New York State, *The Price of Liberty*; WBEN Buffalo and the U. of Buffalo, *University of Buffalo Round Table*; John Franklin, KYW Philadelphia, *What We Must Do*; Mike Hanna, WHCU Ithaca, *Friendship Programs*; KSVC Richfield, Utah, *Background for Peace and War*; WCAU Philadelphia, *Freedom Revisited*; WGAR Cleveland, *My Share In America*; WJR Detroit, *Know Your America*; WLS Chicago, *Adventures in Freedom*; WNAR Norristown, Pa., *Seeds of Independence*.

(Special) Veterans of Foreign Wars of the United States, Kansas City, Mo., *Medal of Honor Program*; Kiwanis International, Chicago, *It's Fun to Live in America*; National Conference of Christians and Jews, New York, *Operations Brotherhood*; *Pathfinder Magazine*, New York, *Breath of Freedom*; Spiritual Mobilization, Los Angeles, *The Freedom Story*.

TV Honor Medal Awards winners:

Crusade for Freedom, New York, *That Men May Know* (Teleproduced by NBC with A. P. Sloan Foundation); Electric Auto-Light Co., New York, *The Train From Czechoslovakia*; Esso Standard Oil Co., New York, *Your Esso Reporter*; Goodyear Tire & Rubber Co., Akron, *Flight to Freedom* on NBC-TV; *The Johns Hopkins Science Review*, Baltimore, "Story of a Parchment," over DuMont; Longines Wittnauer Watch Co., New York, *Longines Chronoscope* on CBS-TV; March of Time, New York, *Flight Plan for Freedom*; Nash-Kelvinator Corp., Detroit, *Paul Whiteman TV Teen Club*, ABC; National Assn. of Manufacturers, New York, *Industry on Parade*; NBC, New York, *American Inventory* (in cooperation with A. P. Sloan Foundation); Revere Copper & Brass Co., New York, *Meet the Press*, NBC; WGN-TV Chicago, *Press Conference*; WHAM-TV Rochester, *Court of Public Opinion*; WWJ-TV Detroit and the U. of Michigan, Detroit, *Educating Young America by Television*.

In the general category, a second prize was won by the General Electric Co. Lamp Div., Cleveland, for its brochure presentation of expressions on the American way of life. Also in the general category, honor medal awards were won by Charles and Eugene Jones, NBC television cameramen, for their written, photographed and telecast programs on the Korean front, and by the Advertising Council, New York.

AUTO license plate numbers of Charlie Bohn (l), KWK St. Louis staff engineer, corresponds to his "ham's" license obtained as part of the Missouri civil defense programs. Hearing explanation of number is Gil Newsome, KWK performer. Auto plate will easily identify amateur radio operators who have emergency-needed two-way radios.

IERT ENTRIES

500 Shows Seek Awards

ALMOST 500 shows have been entered by stations and networks in the 16th annual American Exhibition of Educational Radio and Television Programs, which will take place during the annual meeting of the Institute for Education by Radio and Television April 17-20.

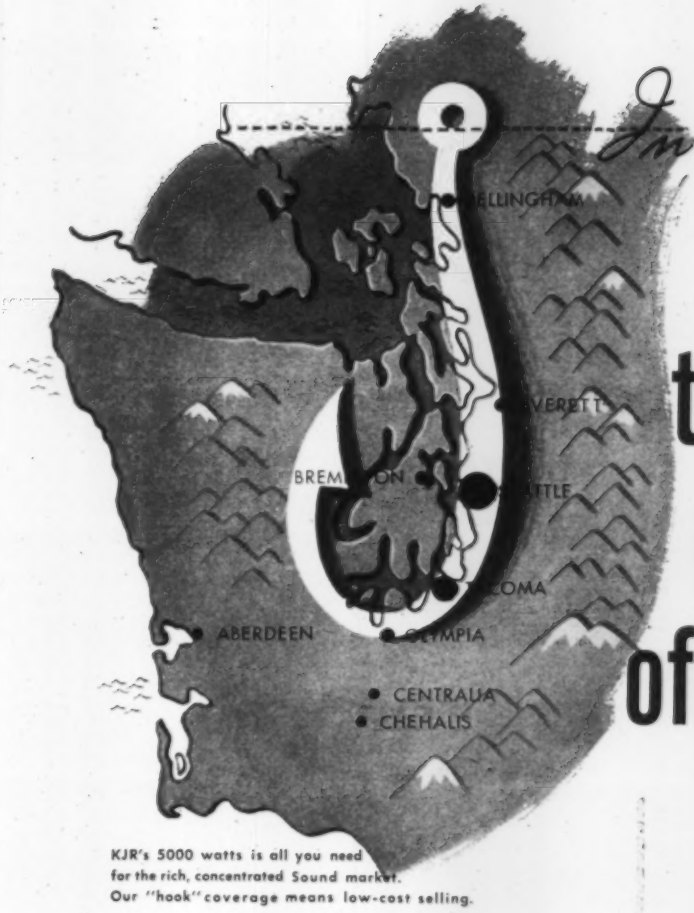
Awards of merit, given annually to exhibitors of "outstanding broadcasts for the purpose of stimulating the broadcasting of significant educational programs," will be presented April 14 before the institute convenes at Columbus, Ohio.

Sponsored by Ohio State U., the exhibition features broadcasts from Canadian and U. S. stations and networks and this year for the first time will include local and regional television shows.

Among the entries are 193 programs submitted by individual exhibitors, 90 by commercial stations and networks, 62 by educational institutions and 41 by national and local organizations, according to Dr. I. Keith Tyler of Ohio State U.

Of these, 68 are "cultural" broadcasts, covering art, science, literature and music; 61 concern personal and social problems; 59 are shows concerning public issues, and 52 are "one-time shots."

Cooperative judging centers throughout the country will aid in evaluation of the radio entries, while all video shows will be graded by a committee in Columbus.



KJR's 5000 watts is all you need for the rich, concentrated Sound market. Our "hook" coverage means low-cost selling.

In Western Washington

smart time buyers don't want off "the hook"!

A hook-shaped strip, 10 miles wide and 150 miles long, bordering Puget Sound, is home for 86.9% of the population of the entire 15-county Western Washington market, although only 7% of its land area.

KJR's efficient 5,000 watts at 950 kilocycles covers this tidewater market with no waste, and at low cost.

BMB proves KJR reaches all of Western Washington's 15 counties, and *saturates* the all-important "hook" of Puget Sound.

Buy KJR for efficient, low-cost, no-waste circulation!

A MARSHALL FIELD STATION — AN ABC AFFILIATE

KJR

SEATTLE 5000 WATTS

REPRESENTED NATIONALLY BY AVERY-KNODEL, INC.

Catches the Sound Market

THE LATEST WCKY STORY

Does Your Product Appeal

to men? to women?

IN CINCINNATI

YOU CAN REACH THEM BOTH

ON

SUNDAY AFTERNOON 12:00 N - 6:00 PM

Per 100 Homes in Cincinnati,

There are*

68 ADULT MALE LISTENERS
81 ADULT FEMALE LISTENERS

* Pulse Nov.-Dec. 51

THE LATEST WCKY STORY

WCKY Reaches More Sunday Afternoon Listeners than any other Cincinnati Station

yes—far more

Sunday 12 Noon to 6:00 PM Share of Audience

AT HOME *

WCKY	Sta. A	Sta. B	Sta. C	Sta. D
22.4	16.7	17.6	14.6	18.3

OUT OF HOME **

WCKY	Sta. A	Sta. B	Sta. C	Sta. D
34.7	18.0	12.5	19.6	15.2

**Nov.-Dec. Pulse 51*
***Feb. Pulse 51*

Invest Your Advertising Dollars WCKY's-ly

CALL COLLECT: Tom Welstead
Eastern Sales Manager
53 E. 51st St., New York City
Phone: Eldorado 5-1127
TWX: NY 1-1688

or

C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 6565
TWX: Ci. 281

editorial

Teleconomics

IT IS entirely possible that the relative positions of spot and network advertising in television will differ appreciably from those that have obtained in radio.

Indeed it may be possible that television has already arrived at a point where not even the names "spot" and "network" can be used definitively to describe techniques and operations. In many ways the networks, *i.e.*, ABC-TV, CBS Television, DuMont and NBC-TV, are engaged in activities that could, within the common meaning of the term, be called spot. And many companies that regard themselves as being in the spot business are actually doing things the networks do.

The differences between radio and television are the more sharply seen in the fact that television networks are establishing film syndication operations, the equivalent of which in radio would be transcription syndication enterprises.

It would be confusing even if the problem were no more involved than straightening out the meaning of names. But it goes beyond that.

It goes straight to the foundations of television advertising, which is getting off to a far different start from that of radio. Possibly the most important difference is that when radio was beginning, nobody thought anything but a "live" show amounted to much. In television, the filmed program corresponding to the radio transcription has been standard from the beginning, and promises to occupy even a greater share of program time than it does now.

Another unique thing about TV is that its financial resources grew much faster than its physical facilities, which were limited by the FCC freeze. Even today there are only four markets that have as many stations as there are networks; only eight three-station markets, 11 two-station markets, and 41 that have only one station each.

Naturally, the companies that are primarily interested in spot advertising (station representatives, for instance) make much of the fact that "there is no such animal" as simultaneous national coverage in TV. No one network can dependably clear enough stations to provide complete coverage in the markets where TV exists, and, of course, in quite a few parts of the nation there is no TV at all.

These matters were thoroughly discussed by The Katz Agency the weekend of Feb. 16-17 [B•T, Feb. 18] at a meeting of the 19 TV stations Katz represents. There are imponderables in the questions raised by the Katz executives, but there is no doubt that the spot-network relationship in television needs to be fully examined right now so that both spot and network business may develop soundly—and side by side.

They must not, however, be planned on the basis of the current physical limitations of television. When TV can expand into new localities and multiply in those it now serves, the structure of the medium will not, as at present, cramp its business practices. Networks will be able to develop their very essential role of supplying vital program service. The opportunities for vast enlargement of spot availabilities will also be provided.

There will be freer interplay of competition, and with it the spot-network relationship will be resolved.

IT WAS an act of impeccable judgment that the commercial radio stations of Canada cancelled all advertising on the days that King George VI died and was entombed. To do otherwise would have been to cheapen a nation's mourning. One cannot find the same good taste displayed among the newspapers of that dominion. The press not only carried the usual volume of advertising but also unhesitatingly accepted quantities of space from commercial firms that bought advertisements of condolence. To find radio according the sad event the proper treatment, and the press indulging in activities which, for vulgarity, would not be outdone by the hawking of black arm bands outside St. George's Chapel, raises anew the question as to which of the mass media is characteristically guilty of excess. Let newspapermen who quarrel with radio's commercal practices look first to their own medium for criticism.

Tough Job; Tough Board

IT'S ONE thing to produce a code; quite another to enforce it.

Three months ago the NARTB TV board ratified the document that, effective March 1, is to guide the destinies and the morality of those individual telecasters who subscribe to it. The final step—designation of a Code Review Board—was taken 10 days ago.

If the NARTB TV board had deliberated three years instead of three months, it couldn't have emerged with a more representative group of exemplarily qualified individuals. Here's the run-down:

John E. Fetzer, chairman. Owner of WKZO-TV Kalamazoo, who built both his AM and TV properties from scratch. War-time assistant of censorship under Byron Price.

J. Leonard Reinsch, vice chairman. Managing director of the Cox radio-TV properties, who came through the ranks. Former radio director of the Democratic National Committee. Former radio advisor to President Truman.

Mrs. A. Scott Bullitt, owner of KING-TV Seattle. Mother of three children; business woman, philanthropist. Selected in 1945 as Seattle's "First Woman of the Year."

Walter J. Damm, vice president and general manager of WTMJ-TV Milwaukee. Former president of NAB (1930-1931). Sagacious businessman, leader in industry affairs from its early days. Reputation for being hard-bitten, practical.

Ewell K. Jett, vice president and general manager of WMAR (TV), Baltimore Sunpapers. Naval officer, engineer, administrator. Former chief engineer of FCC and member of Commission (1944-47). Served as interim chairman of FCC.

It was significant that these persons were all first choices. They accepted in the realization that this job, though arduous and thankless, has to be done. They get down to work next week.

This is a tough board. It has a tough job. It may be too difficult for a voluntary group of individuals, dispersed geographically. Later, it may be necessary to retain a high level executive to function as "code authority," with broad powers to enforce the code's provisions.

There are those (including ourselves) who are not in full sympathy with the code, feeling that it goes too far in particularizing the "do's" and "don'ts." But there can be none who doubt the need of self-regulation. And we venture that if there had been further delay—say until after the lifting of the freeze and the licensing of additional stations—there would have been no voluntary code at all. One would have been crammed down the throats of telecasters by force of Congressional mandate or FCC direction.

our respects to:

HARVEY JAMES STRUTHERS

BOSTON was always in the cards for Harvey James Struthers.

General manager of WEEI, Columbia's owned and operated staton in the Hub, Mr. Struthers was headed first for Boston and vicinity almost a dozen years ago—as a student. Born and reared in the Midwest, he was preparing to attend the Harvard School of Business Administration when a nonchalant remark by a friend threw him headfirst into radio in Minneapolis.

Mr. Struthers' friend had been offered a job in the sales department of WCCO Minneapolis by Carl Burkland, sales manager of the station, who is now director of station administration for CBS Radio in New York, and Earl Gammons, WCCO general manager, now CBS vice president in charge of its Washington, D. C., office.

But the friend was unable to accept the job and was asked if he knew anyone else who might qualify. "Yes, I know a nice guy," he replied. "He doesn't say a lot so he must be all right. Anyway, you might be able to make something of him."

Harvey Struthers got the job. But although the job was to postpone his introduction to Boston for more than 10 years, it nevertheless led him there in the end.

Last April Mr. Struthers was named by CBS to the managerial post at WEEI, replacing Harold E. Fellows who was leaving to become president of the NARTB.

In the long-way-around to New England's competitive capital, Mr. Struthers' ability as a sales and administrative strategist had been well tested in the CBS mill. At 34, he had already chalked up a decade of sales and administrative successes, a background admirably suited for the radio know-how required in one of the strongest TV markets.

Success is an old story to Mr. Struthers. Born in Minneapolis April 8, 1917, he attended John Marshall High School there, where he became president of the senior class. Interested in athletics, he joined the football and basketball teams. In the sports category, too, he reached the top spot when he was selected for the all-city football team.

Radio was a far cry from his thoughts when he entered the U. of Minnesota. There his first years of study were in the traditional "science, literature and the arts." Specializing in law in his last two years, Mr. Struthers graduated

(Continued on page 62)

WOV, New York, started 1952 with the largest January in its history. Virtually every second of allotted commercial time is being sponsored from early morning to midnight. Keep an eye on WOV for availabilities as they occur. The big swing to independent stations continues in New York and WOV stands out with a consistently growing audience now 39% above two years ago.

P.S. A few choice participations still available on the popular Ralph Cooper show - midnight to three A.M.

Originators of *Audited Audiences*

WOV NEW YORK

Representatives:
John E. Pearson Co.

730 FIFTH AVE., NEW YORK 19 · ROME STUDIOS: VIA di PORTA PINCIANA 4

front office

ROY W. HALL and **BOB McKINSEY** appointed assistant general manager and production manager respectively at WCCO Minneapolis. Mr. Hall has been with the station as an account executive and Mr. McKinsey has been producer and director at WCCO.

Mr. McKinsey

Mr. Hall

STANLEY BAITZ, formerly information officer with the Office of Defense Mobilization and the National Security Resources Board, announces opening of offices to practice law in association with **MILFORD F. SCHWARTZ**, Suite 1105, Investment Bldg., Washington.

RICHARD C. ELPERS, Los Angeles manager CBS Radio and TV spot sales and TV film sales, to KFAC that city, as account executive. He succeeds **STANLEY SPERO** who shifts to KMPC Hollywood in similar capacity.

KEITH W. HORTON, commercial manager at WKRT-AM-FM Cortland, N. Y., named assistant sales manager at WENY Elmira, N. Y.

FRANK G. KING, sales manager, KTTV (TV) Hollywood, joins KECA-TV Los Angeles in similar capacity effective March 1.

Mr. King

CLEM LOWDEN, account executive with WBBM Chicago, to sales staff of WCBS New York in same capacity.

JOHN BURNS, former salesman at WGN Chicago, joins ABC same city as network radio salesman.

JIM ROHRS, salesman with John E. Pearson Co., Chicago, to Harrington, Righter & Parsons, same city as account executive.

MIDNIGHT SUN BROADCASTING Co., Anchorage, Alaska, owner and operator of KFAR Fairbanks and KENI Anchorage, opens its own sales offices in New York at 60 W. 46th St. **JAMES C. FLETCHER**, eastern sales manager for the company, will head the office and will handle sales for the stations in all states east of the Mississippi.

FRED R. STUBBINS, account executive, KSDO San Diego, Calif., shifts to newly established Los Angeles office as resident manager in Subway Terminal Bldg.

AMBROSE DOSKOW and **SEYMOUR D. LEWIS** of the law firm of

(Continued on page 102)

If a Tony Wons were to ask that question over a WGR microphone today, he'd have an audience far bigger than the "good old days." One day recently, ONE offer of a sample jar of skin cream brought 3,000 requests flooding in from Buffalo, western New York and Pennsylvania and from our Canadian listeners across the river.

Yes, WGR means **We Get Results!**

CBS Radio Network

WGR 55

Broadcasting Corporation

RAND BUILDING, BUFFALO 3, N. Y.

National Representatives: Free & Peters, Inc.

Leo J. ("Fitz") Fitzpatrick
I. R. ("Ike") Lounsberry

TQN COVERAGE

Three Stations Added

TEXAS Quality Network announced last week that the addition of three more stations affords "hole-proof" coverage of the Lone Star State.

New stations were listed as WBAP Forth Worth; KGNC Amarillo and KRGV Weslaco. Other TQN stations are WFAA Dallas; WOAI San Antonio; KPRC Houston and KRIS Corpus Christi. All are NBC affiliates.

TQN programs reportedly are heard regularly also in parts of Oklahoma, Arkansas, Louisiana and New Mexico.

FIRESTONE RENEWS

Signs Again With NBC

FIRESTONE Tire & Rubber Co., Akron, through Sweeney & James, Cleveland, has renewed sponsorship of *Voice of Firestone* simulcast series on NBC radio and TV, Monday, 8:30-9 p.m. EST, for 52 weeks.

Program made its debut on NBC radio on Dec. 3, 1928, and has been heard on the same night and time since then. Series has been a network simulcast feature since Sept. 5, 1949.

With signing of the renewals, Charles B. Ryan, Firestone advertising manager, stated: ". . . signing these 52-week contracts is heightened by the fact that I am thus able to reaffirm Firestone's demonstrated belief in the power and scope of network radio and the force and impact of network television. This is particularly pertinent to our sponsorship of the *Voice of Firestone* on NBC radio and television during the summer months. It has been our experience that the programs have definitely helped maintain our sales at a high level during that period and that they also have improved the level of listening and viewing to our programs in the fall."

OIL NEWSLETTER

PREPARED BY THE OIL INDUSTRY INFORMATION COMMITTEE — NUMBER 28 OF A SERIES

FOR YOUR INFORMATION:

Modern oilmen have become quite adept in the fine art of wresting crude oil from the subterranean depths where it has lain secreted in the sands since the days of the dinosaurs.

Make no mistake about it, it is a fine art, for if oilmen were to depend upon natural forces alone we'd never have the abundance of petroleum products and petroleum power that we have today. In the early years of petroleum history, oilmen produced oil the only way they could - by letting natural underground forces push the oil through the sands to the well bottom, where either the pressure or pumps brought it to the surface. When these underground forces were exhausted, production dropped off to a mere trickle, and many of the wells were abandoned. Recovery of oil ranged from 15 to 25 per cent as a rule; occasionally it went as high as 50 per cent.

Today, as much as 80 per cent of the crude oil is being recovered in some fields, and research to boost this percentage higher and higher is going on constantly. Even bacteria are being studied as possible helpers in the constant battle to coax every drop possible from each oil field, old and new. Oilmen are acutely aware of the increasing importance of petroleum in our oil-powered economy, and of the razor-sharp competition within their industry for supplies and markets.

How is this high rate of productivity being accomplished? One method is re-pressuring. Some of the natural gas (which comes up with the oil) is reinjected into the ground to maintain the subterranean pressure. Another is water-flooding, which has brought many old wells back to life and is adding millions of barrels of oil to our reserves and our annual production. In this type of operation, water is pumped into the oil-bearing formations, and this in turn pushes the oil into the well-bottom.

In the last 25 years, more than 1¼ billion barrels of oil have been recovered through application of secondary recovery techniques. It has been estimated that there are billions of barrels more in old fields which re-pressuring or methods still to be discovered may make available in the future. This, of course, is in addition to our current proved reserves of roughly 30 billion barrels of liquid petroleum, and new fields yet to be discovered.

No where else in the world is there anything really comparable to the American oil industry. Private management and competitive enterprise made it possible. So long as they continue, we can all rest assured that we'll have an abundance of liquid fuels. For further information about the oil industry or its operations, write to:

H. B. Miller, Executive Director
Oil Industry Information Committee
American Petroleum Institute
50 West 50th Street, New York 20, N. Y.

You Don't Have to Know the Language

Blend the King's English and Quebec French and you'll have some idea of the so-called "language problem" in Canada.

But, whereas it might have been a problem fifty years ago, today it is not.

1 out of 4 Canadians speak French. And most of the French-speaking Canadians live in the Province of Quebec—one of Canada's most lucrative markets.

National advertisers take the language difference in stride. *Les Canadiens* have their own culture, their own literature and their own radio stations paralleling the English. Every advertising agency in Canada, every French radio station, employs the services of experts to translate advertising messages, YOUR messages, from English into French.

But these experts are not mere translators. Their business is to take your message and *turn* it into colloquial, every-day, idiomatic, SELLING French Canadian. This requires a knowledge not only of the language, but an intimate knowledge of the market. And this sort of translating is being done *successfully* every day over every French Canadian Radio Station.

Language differences are no problem to Canadians—nor is media. It's true to say that the average French Canadian family is Canada's largest; and an overwhelming number own radios. (94% of *all* Canadian homes have a radio).

Radio is Quebec's most welcome salesman. Radio, whether it has a French or English accent, SELLS to Canadians, because

"In Canada you sell 'em when you tell 'em!"

A message from the 103 member stations of the Canadian Association of Broadcasters whose voices are invited into over 3 million homes every day.

CANADIAN ASSOCIATION OF BROADCASTERS

108 Sparks St., Ottawa.

37 Bloor St. West, Toronto.

DOLCIN REPLY
Hits FTC Initial Ruling

DOLCIN Corp., New York, radio and TV spot advertisers for its medicinal preparation, Dolcin, last week struck back at a Federal Trade Commission examiner's initial ruling against certain Dolcin advertising claims [B•T, Feb. 11] by announcing that "there will be no let-up in Dolcin's continuing, national advertising."

The company, noting it already had appealed the ruling to the full commission and asserting it would go from there to the courts if necessary, branded the examiner's ruling as "characteristic of that type of order frequently issued in proceedings of this character. It is based altogether on testimony—only opinion testimony—of the government's witnesses in answering questions put to them by government counsel. It ignores entirely the respondent's evidence and even ignores some of the significant answers, favorable to Dolcin, given by government witnesses to questions put to them on cross-examination."

Dolcin also asserted it was "denied full opportunity to present its principal evidence" on certain pertinent issues and said it will ask that the record be reopened.

"Dolcin will continue to be marketed as an outstanding drug for relieving arthritic and rheumatic pains and discomfort because its value in this respect has been amply demonstrated," the company said in its announcement.

AFA Tour

ADVERTISING Federation of America has arranged post-convention vacation trip to Bermuda for delegates to its 48th annual convention to be held in New York June 8-11, C. James Proud, assistant to AFA president, announced. First of its kind since AFA began annual meetings in New York 21 years ago, all-expense tour is available to convention delegates in any of eight "package plan" combinations ranging from six-day trips for $160 to $339 for 12 days. William P. Rolfe Organization, travel agency, 500 Fifth Ave., New York, will handle reservations.

TEXANS VOTE
'Ike' Tops KGBS Poll

SOUTH TEXAS citizens favor Gen. Dwight Eisenhower as a Presidential candidate, according to a poll conducted by KGBS Harlingen, Tex., in that state's Rio Grande Valley area.

KGBS tabulated post card ballots from three counties in the lower Rio Grande, whose citizens are mostly alien to Texas and from just about every state in the union, station reported. Such a poll, KGBS felt, might more truly reflect national opinion than could be gained in any such area anywhere. Lower Rio Grande is normally a Democratic stronghold, KGBS observed.

Final results showed Gen. Eisenhower with 60% of the votes, Sen. Robert Taft (R-Ohio) with 17%, President Truman and Sen. Estes Kefauver (D-Tenn.) with 6% each, Harold Stassen with 5% and Gov. Earl Warren of California, 4%.

CHICAGO DIRECTORS
Fishburn Is Re-Elected

ALAN M. FISHBURN, freelance director, has been re-elected president of the Chicago local of the Radio and Television Directors Guild (AFL) for a two-year term. Serving with him are Dan Schuffman, WENR-TV, as vice president, and Louie Perkins, WENR, as secretary-treasurer.

Board members, and the group they represent, include Hooper White, CBS network radio; Bill Joyce, WLS independent AM; Dave Brown, NBC network TV; Scott Young, WBKB (TV), independent TV; James Jewell, Jewell Radio and TV Productions, freelance, and Phil Bowman, radio and television director of Young & Rubicam, agency.

National board members are Mr. Fishburn and Grover Allen, WENR-TV.

The Chicago local has contracts in effect with NBC-AM-TV, ABC-AM-TV, CBS, WLS and WBKB. Renegotiations for four radio and one television contract will begin shortly as they are due to expire, Mr. Fishburn said.

EDDIE ANDERSON, who portrays Rochester on CBS Radio *Jack Benny Program*, elected chairman of Los Angeles Negro Shriner benefit show to be held April 21, proceeds of which go to Shrine associated charities.

FARM STATION?

Yes! For almost a quarter-century our entertainment and services have been planned for farmers in Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA

Graybar recommends AMPEX

ADVANCED SERIES 400 TAPE RECORDERS

Here are the newest additions to the well-known line of Ampex magnetic tape recording and playback machines:

Model 400-A
—with half-track head

Model 401-A
—with full-track head

Graybar-distributed Ampex units are available in both portable styles or for studio rack-mounted installations. Popularly priced, yet providing complete electronic control of all operations, they offer new highs in both fidelity and economy of operation.

Here are some of the more outstanding features of the new *Series 400:*

Now, one reel of tape does the work of four! Ampex *Advanced Series 400* recorders offer remarkable tape-saving economies. In the photograph above, you see only four tape reels now needed to record the identical program contained in the sixteen rolls shown on the table – a saving of 75%. Thanks to 15,000 cycle performance at 7½ ips on but half the tape width, *only Ampex recorders permit such a drastic reduction in tape consumption.*

- **PUSH BUTTON OPERATION** – solenoid-operated mechanisms for all mechanical motions.
- **FULL REMOTE CONTROL**
- **SIMULTANEOUS ERASE RECORD PLAYBACK**
- **4 TO 1 SAVINGS IN TAPE COST**
- **UNIFORM RESPONSE** – up to 15,000 cycles per second.
- **SELECTIVE TAPE SPEEDS** – 15 and 7½ ips with conveniently-located motor-speed change and equalization switches.
- **LOW NOISE DISTORTION LEVELS** – signal-to-noise ratio over 55 db at either tape speed.
- **INSTANTANEOUS STARTING**
- **INTERCHANGEABLE TAPES** – Ampex-recorded tapes can be played back on any other Ampex (of like speed) without sacrifice of fidelity or timing.

GET ALL THE FACTS
on the new Ampex Series 400 recorders

Ask your near-by Graybar Broadcast Equipment Representative for up-to-the-minute information on the *Series 400* Ampex Magnetic Tape Recorders. Or, send for Bulletin A-211 which gives complete specifications and performance data – write: *Graybar Electric Company, Inc. Executive offices: Graybar Building, New York 17, N. Y.* 237-1

EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR via GraybaR

IN OVER
100 PRINCIPAL CITIES

Graybar has everything you need in broadcast equipment . . . PLUS everything for wiring, ventilating, signaling, and lighting your entire station and grounds. Whatever your requirements, call your nearest Graybar Broadcast Equipment Representative. Graybar's nation-wide network of more than 100 offices and warehouses assures you of convenient service wherever you are. The 19 Graybar Broadcast Equipment Representatives are located in the following cities:

ATLANTA
E. W. Stone, Cypress 1751
BOSTON
J. P. Lynch, Kenmore 6-4567
CHICAGO
E. N. Taylor, Canal 6-4100
CINCINNATI
W. H. Hansher, Main 0600
CLEVELAND
A. C. Schwager, Cherry 1-1360
DALLAS
C. C. Ross, Randolph 6454
DETROIT
R. L. Gundy, Temple 1-5500
HOUSTON
R. T. Asbury, Atwood 4571
JACKSONVILLE
W. C. Winfree, Jacksonville 6-7611
KANSAS CITY, MO.
R. B. Uhrig, Baltimore 1644
LOS ANGELES
R. B. Thompson, Angelus 3-7283
MINNEAPOLIS
C. W. Greer, Geneva 1621
NEW YORK
J. J. Connolly, Exeter 2-2000
PHILADELPHIA
G. I. Jones, Walnut 2-5405
PITTSBURGH
R. F. Grossett, Allegheny 1-4100
RICHMOND
E. C. Toms, Richmond 7-3491
SAN FRANCISCO
K. G. Morrison, Market 1-5131
SEATTLE
D. I. Craig, Mutual 0123
ST. LOUIS
J. P. Lenkerd, Newstead 4700

Broadcasting's Best . . . Amplifiers • Attenuators • Cabinets • Consoles Loudspeakers and Accessories • Microphones, Stands, and Accessories Monitors • Recorders and Accessories • Speech Input Equipment • Test Equipment • Towers (Vertical Radiators) • Tower Lighting Equipment Transmission Line and Accessories • Transmitters, AM and TV • Tubes Turntables, Reproducers, and Accessories • Wiring Supplies and Devices

Manufactured By . . . Altec Lansing • Ampex • Blaw-Knox • Bryant Cannon • Communication Products • Continental Electronics • Crouse-Hinds Daven • Fairchild • Federal • General Cable • General Electric • General Radio • Hubbell • Hugh Lyons • Karp Metal • Machlett • Meletron • National Electric Products • Presto • Standard Electronics • Triangle • Webster Electric Western Electric • Weston • Whitney Blake

Our Respects to

(Continued from page 56)

with a BS degree in law in 1939.

It was at this point that he was making plans for graduate work at Harvard, when his friend's chance words changed his future. The sudden opportunity to enter the radio field and learn it under an Earl Gammons and a Carl Burkland was too appealing, and in January 1940 Mr. Struthers cast his lot with the broadcasting industry.

Quickly Proved Worth

A novice, he quickly proved his worth in selling power that paid off in dollars and cents. Shortly after joining the WCCO sales staff, he astonished Mr. Gammons by asking if the station would accept a night-time half-hour transcribed show. The program, *Skippy Hollywood Theatre*, sponsored by Skippy Peanut Butter, was one of the first 30-minute recorded shows to be aired in that market.

In the next two years, Mr. Struthers' law training served him well as he proceeded to make a file of advertising "cases" which invariably turned into station clients. New and renewed accounts climbed and in 1942 Mr. Struthers was appointed acting sales manager of WCCO.

But two years later, a temporary halt came to his radio career. He went into the Navy as an ensign in the communications division, serving in Pacific waters aboard the *USS Joseph M. Auman*.

Returning to WCCO in April 1946, Mr. Struthers soon picked up where he had left off in the job of building sales. It was a talent that came naturally to him but, not content with traditional approaches, his ever-active mind was constantly on the experimental trail. He developed his own strategy, based on thorough study and knowledge of each advertiser's product and needs, and individualized programming.

Able to talk the language of his immediate prospect, armed with facts, prepared with concrete ideas for turning the client's potential customers into real ones, Mr. Struthers' personalized approach paid dividends with advertisers.

Among the programs he developed and sold was WCCO's *Open House*, a Saturday morning half-hour audience participation show. One of the first programs of the Gold Seal Co. (Glass Wax), it proved so successful that its president, Harold Schafer, subsequently turned to wider radio coverage via the CBS network with Arthur Godfrey.

Moves to Chicago

In May 1948, Mr. Struthers transferred to CBS Radio Spot Sales in Chicago where he stay until August 1950 when he w called to New York as an acco executive with CBS Televis Spot Sales.

His stay in New York was sho lived, though, for in January last year he headed for Boston a assistant general manager WEEI. He replaced Wilbur Edwards, who had been named director of KNX and Columbia Pacific Network operations.

Six months later, when Mr. Fellows took over the presidency of NARTB, Mr. Struthers was at the helm of the station.

In the months since then, the characteristics that brought him to the top of the sales ladder in the Midwest have earned for him the same high esteem in the management field in New England. His personalized approach to all with whom he comes in contact—staff, client, agency executive or civic official—fosters a quick response to his own interest, understanding and sincerity.

A successful radio formula, Mr. Struthers believes, depends upon goodwill, good programming, friendliness, hard selling, civic consciousness and the development of well-established personalities. His record, past and present, bears him out, while his own personality —expressed in a warm handclasp and ever-ready smile—carries on the WEEI tradition of "the friendly voice of CBS Radio" in Boston.

Mr. Struthers married the former Helen Gould. They have three children: Harvey Jr., 10; Thomas, 8, and Mary, 6. Between his job, family and civic responsibilities, "there's not much time left for hobbies these days," he says.

He is a member of Chi Psi fraternity and active in the Radio Executives Club of New England, the Ad Club and the Chamber of Commerce.

NOW . . .

5000* WATTS
IN LANSING

20 TIMES MORE
POWERFUL THAN THE
SECOND STATION

THE NEW AND
INDEPENDENT
WILS
NEARLY TWICE
THE POPULATION
COVERAGE

SEE RAMBEAU
New York—Chicago—
Los Angeles—
Impact Radio Sales,
Detroit

* 1000 WATTS NIGHT

WILS
5000 WATTS DAY • 1000 WATTS NIGHT
LANSING, MICHIGAN

WILLIAM A. AYRES
Was Member of FTC

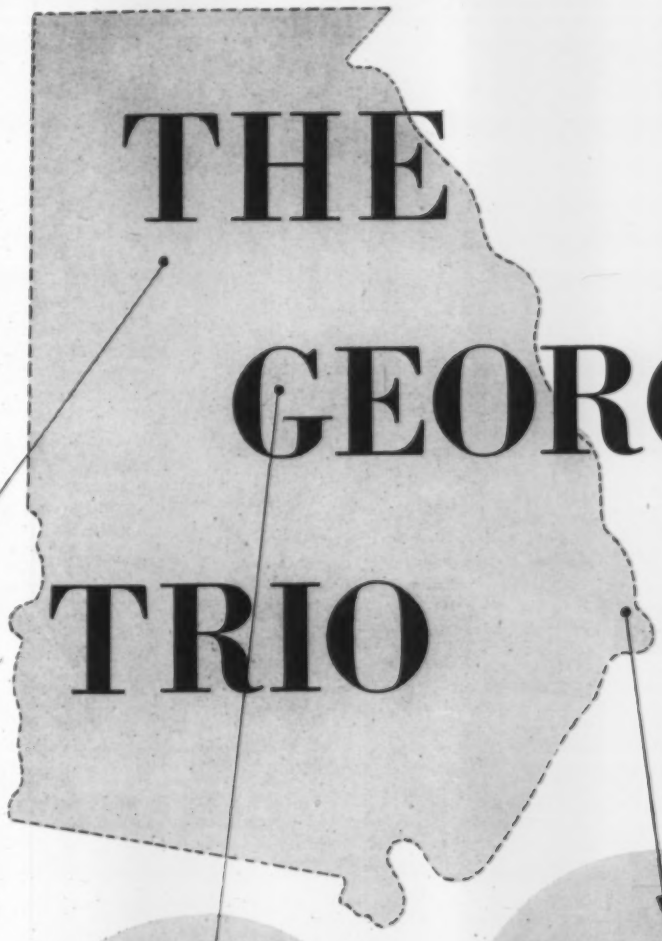
FUNERAL services were held last Monday in Washington for William A. Ayres, 84, Federal Trade Commissioner for the past 18 years. Mr. Ayres died of coronary thrombosis in New York Feb. 17. Burial was in Wichita, Kan.

Mr. Ayres served as chairman of the FTC in 1937, 1942 and in 1946. He joined the commission in 1934 after serving 17 years in Congress as a Democratic Representative for the fifth Congressional district of Kansas from 1915 to 1921 and from 1923 to 1934. Previously, he had practiced law in Wichita. In 1928 he was among those nominated for the Presidency but was defeated by the late Gov. Alfred E. Smith of New York.

The death of Mr. Ayres leaves the FTC with four functioning members—Chairman James Mead and Comrs. John Carson, Lowell B. Mason and Stephen Spingarn. No successor was immediately announced.

THE GEORGIA PURCHASE

only a combination of stations can cover georgia's major markets



ATLANTA
WAGA
5000w 590kc
CBS

MACON
WMAZ
10,000w 940kc
CBS

SAVANNAH
WTOC
5000w 1290kc
CBS

the TRIO *offers advertisers at one low cost:*

• concentrated coverage • merchandising assistance •
listener loyalty built by local programming • dealer loyalties
. . . IN THREE MAJOR MARKETS

represented individually and as a group by

THE KATZ AGENCY, INC.

NEW YORK • CHICAGO • DETROIT • ATLANTA • DALLAS • KANSAS CITY • LOS ANGELES • SAN FRANCISCO

Yes . . .

we do keep

hammering away—

Because it's true!

KWK's average cost per 1000 radio homes delivered in the St. Louis Market is the lowest* for 15 out of the 18 hours of the broadcast day!

Your Katz man has the complete story!

*The Pulse, Inc., Nov.-Dec., 1951.

Globe-Democrat Tower Bldg.
Saint Louis

KWK

Representative
The KATZ AGENCY

open mike

'Yearbook' Readers

EDITOR:

There would be no reason for your knowing the priceless fact that twice in the time I've spent in our favorite business, many hours of eye-tiring effort was devoted to studying trade organs' annuals in several of the better equipped public libraries.

You may be surprise—maybe you won't be—to hear that our industry is blessed with the better efforts, the general trend being to (1) put in endless figures, often of little value; and (2) louse up the make-up with ill-placed advertising.

Fortunately, the YEARBOOK is not guilty on either count. *Your* advertising linage is high but extremely well-spaced and not oppressive.

BROADCASTING • TELECASTING can be proud of itself. My humble congratulations.

Lambert B. Beeuwkes
General Manager
WHEE Boston

* * *

EDITOR:

Now that my thumb prints are on practically every page of the new BROADCASTING YEARBOOK, I am convinced that it is the best annual put together by you and yours.

Those of us who must keep abreast of the many facets of the broadcasting industry are gratified that we have such a comprehensive reference book always at our fingertips.

Congratulations.

Francis X. Zuzulo
Manager of Press Information
MBS
New York

* * *

Naked Facts

EDITOR:

We have received your 1952 YEARBOOK and would like to make the comment that we are disappointed about the cover of this book.

For the first time in many, many years your book has a soft instead of hard cover, and ours is already torn to pieces.

Egmont Sonderling
Manager
WOPA Oak Park, Ill.

[EDITOR'S NOTE: The coated stock used as the Yearbook cover was the heaviest we could find in a paper-short market.]

* * *

Mr. Sloan's Other Job

EDITOR:

We were glad to see on page 490 of the 1952 edition of BROADCASTING YEARBOOK a listing of the Alfred P. Sloan Awards for Highway Safety. These awards are sponsored by the Alfred P. Sloan Foundation and under an arrangement completed last year are administered by the National Safety Council. Mr. Sloan is, of course, president of the Alfred P. Sloan Foundation, and it is in that capacity, rather than as chairman of General Motors Corp., that he awards the coveted plaques each year for outstanding public service in highway safety by radio and television stations and networks.

Would greatly appreciate your filing this information against the time when the next YEARBOOK is prepared, so that the listing may be brought up to date.

John W. Gibbons
Director, Public Relations
Automotive Safety Foundation
Washington, D. C.

[EDITOR'S NOTE: As is unavoidable in compiling such a vast volume of facts as the YEARBOOK, some slips occurred. A list of errata will be published in BROADCASTING • TELECASTING within a few weeks.]

Editorial Endorsement

EDITOR:

I found your Feb. 4 editorial "Toward a Stronger 'Voice'" constructive and sound. I think it would be well worthwhile to have a joint committee of Congress for psychological warfare which would know all the latest developments and would be in a position to judge the efforts of the program and to criticize whenever is necessary. As you know, the Foreign Relations and Foreign Affairs Committees have consultative groups set up to examine various aspects of foreign policy including the information program. These members of Congress, however, have many other commitments and responsibilities and cannot be expected to devote a great deal of time to one program. . . .

Edward W. Barrett
Assistant Secretary of State
Washington, D. C.

* * *

Go Roll Your Hooper

EDITOR:

C. E. Hooper's "closed session" talk to the ad men in Chicago (as reported page 42, Feb. 11 B•T) may have been planned to garner some support of his views in the current rating controversies from among the agency people, but I seriously doubt that it will add any

(Continued on page 66)

a million dollars worth of talent for $40 to $57.50 a month

based on advertising rates

barbershop balladeers

The boys who have risen to stardom with Milton Berle, Mr. TV himself. They're featured every week as the Texaco Men on the top-rating Texaco Star Theatre. These experts in handlebar harmony are yours with the many great artists in the

SESAC Transcribed Library

which includes Jazz, American Folk, Band. Concert. Hawaiian, Novelty, Polka, Religious, and Latin-American Music.

SESAC, Inc. 475 Fifth Avenue New York 17, N.Y.

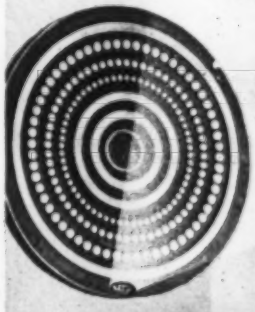
This is the Hallmark of the Ideal Insulation

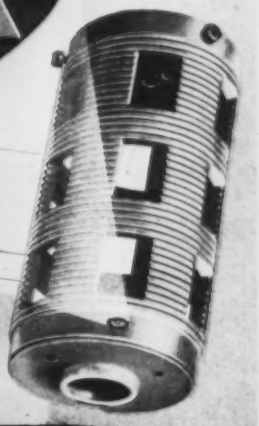
SINCE 1919

MYCALEX

THE INSULATOR

TRADE MARK REG. U.S. PAT. OFF.





FOR ALL FREQUENCIES

Mycalex, the ideal insulation, offers low loss and high dielectric strength. It is impervious to oil or water, free from carbonization, withstands high temperature and humidity. Mycalex remains dimensionally stable permanently and possesses excellent mechanical characteristics. In its present high state of development, Mycalex combines every important insulating advantage — including economy. Mycalex is available in sheets and rods, can be injection or compression molded to close tolerance, is readily machineable, can be tapped, drilled, threaded and ground.

INJECTION MOLDED GRADES

MYCALEX 410

Mycalex 410 is approved fully as Grade L-4B under National Military Establishment Specification JAN-1-10 "Insulating Materials, Ceramics, Radio, Class L."

Power Factor, 1 megacycle	0.0015
Dielectric Constant, 1 megacycle	9.2
Loss Factor, 1 megacycle	0.014
Dielectric Strength, volts/mil	400
Volume Resistivity, ohm-cm	$1x10^{15}$
Max. Safe Operating Temp., °C	350
Water Absorption, % in 24 hours	nil
Tensile Strength, psi	6000

MYCALEX 410X

Power Factor, 1 megacycle	0.012
Dielectric Constant, 1 megacycle	6.9
Loss factor, 1 megacycle	0.084
Dielectric Strength, volts/mil	400
Volume Resistivity, ohm-cm	$5x10^{14}$
Max. Safe Operating Temp., °C	350
Water Absorption, % in 24 hours	nil
Tensile Strength, psi	6000

Mycalex 410X can be injection molded, with or without metal inserts, to extremely close tolerances.

MACHINEABLE GRADES

MYCALEX 400

Mycalex 400 is approved fully as Grade L-4A under National Military Establishment Specification JAN-1-10 "Insulating Materials, Ceramics, Radio, Class L."

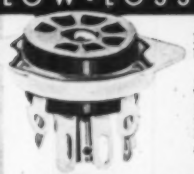
Power Factor, 1 megacycle	0.0018
Dielectric Constant, 1 megacycle	7.4
Loss Factor, 1 megacycle	0.013
Dielectric Strength, volts/mil	500
Volume Resistivity, ohm-cm	$2x10^{15}$
Arc Resistance, seconds	300
Max. Safe Operating Temp., °C	370
Water Absorption, % in 24 hours	nil
Tensile Strength, psi	6000

MYCALEX K-10

Dielectric Constant, 1 megacycle	10.6
Q Factor, 1 megacycle	300
Loss Factor, 1 megacycle	0.034
Dielectric Strength, volts/mil. (0.10 in. thickness)	270
Fractional Decrease of Capacitance with Temperature Change	0.0056
Fractional Increase of Capacitance with Temperature Change	0.0076

Mycalex K-10 conforms fully to Grade HIC5H4 under National Military Establishment Specification JAN-1-12.

LOW-LOSS MINIATURE TUBE SOCKETS



ECONOMICAL — Comparative in cost to ordinary phenolic sockets, but far superior electrically. Dimensional accuracy unexcelled.

AVAILABLE IN TWO GRADES — Mycalex 410 fully approved as Grade L-4B under N.M.E.S. JAN-1-10 "Insulating Materials, Ceramics, Radio, Class L." Mycalex 410X offers lower cost with insulating properties exceeding those of general purpose phenolics. Both Mycalex 410 and 410X Tube Sockets are supplied in 7 pin, 9 pin and subminiature. All are precision molded for highest accuracy.

WRITE TODAY ON YOUR LETTERHEAD FOR ILLUSTRATED LITERATURE, OR SEND BLUEPRINTS FOR ESTIMATES — NO OBLIGATION

MYCALEX K

embraces an entire series of capacitor dielectrics, each with specific characteristics. These can be supplied on special order in sheets 14"x18" in area and from 1/8" to 1" in thickness, also available in rods. MYCALEX K can be machined to close tolerance or molded.

MYCALEX CORPORATION OF AMERICA

Owners of 'MYCALEX' Patents and Trade-Marks

Executive Offices: 30 ROCKEFELLER PLAZA, NEW YORK 20 — Plant & General Offices: CLIFTON, N.J.

Open Mike

(Continued from page 64)

friends or influence any people favorably among broadcasters in the industry which accounts for a great share of Mr. Hooper's worldy goods today.

In challenging radio's tendency to "reverse the trend and substitute total circulation for individual ratings" and in urging agency men to "transfer the burden of report costs to the stations, where it rightfully belongs," Mr. Hooper makes it quite clear that he has joined forces with those who insist on a totally unfair evaluation of radio in comparison to other media.

Mr. Hooper should know that the "reversal of trend" he so deplores has been brought about by the utterly incongruous methods by which some agencies make media comparisons. The unquestioning acceptance of gross circulation figures of newspapers and other printed media by these agencies, while at the same time demanding a highly definitive type of data from radio (based on program popularity ratings) has been most unfair to radio.

As to the costs, I take issue with his statement that "traditionally media has paid for its own research." Radio has alone faced up to its responsibilities in this respect. How may newspapers in the nation will furnish a *readership* study for their clients? Most such studies have been obtained *at the advertiser's expense*, when the client began to wonder how many people *really saw his advertisement*, rather than how many copies of the paper were delivered on the day in question.

The ratings services have been useful instruments and radio has repeatedly proved its worth by this method (while earning a tidy sum for Mr. Hooper in the process). However, it's high time that radio either insists on the same *qualitative* analysis of its competitors or else goes to the admittedly rough appraisal of the *quantitative* or gross circulation type of measurement, which seems to be acceptable from competing media.

The most that can be said for our use of the ratings method is that we have forged a beautiful set of weapons with which to cut each other's throats within the industry. Should we not drop our intramural battles long enough to recognize that our *real* competition, the printed media, is handing us a drubbing, while we prove that we have more listeners than stations A, B, Q and Y combined? And they are using our own figures to do it.

"Just think how little you actually get in radio circulation," the seller of black and white space tells the buyer. "Why even the top programs of the nation are heard by fewer than 25% of the people. The broadcasters admit that."

What he fails to say is the readership studies of metropolitan newspapers show many sizable ads with readership so low as to be impossible to measure. Or that a 25% readership rating is also considered to be very high . . .

Rex Howell
President
KFXJ Grand Junction, Col.

* * *

Hot Copy

EDITOR:

I always *knew* that BROADCASTING • TELECASTING was the hottest thing in trade papers, but until my copy of Feb. 18 arrived "smoldering" and burnt through in three spots I never had actual proof. . . . I can't get the entire gist of all the stories so please send me another copy. . . .

Hil F. Best
Radio Station Representative
Detroit

[EDITOR'S NOTE: As pages of BROADCASTING • TELECASTING come off the presses, they pass across open flames to dry the ink. The three scorched pages in Mr. Best's copy must have paused too long on the fire.]

* * *

Radio's Good Manners

EDITOR:

There is no question but that broadcasting stations [in Canada] handled the announcement of the death of His Majesty with extreme good taste, dignity and respect.

I am quite certain we will find no other organization in the dissemination of news and information field took similar steps . . . Newspapers exploited the pass of the King by simply selling ma advertising to all their custome and some who are not regular cu tomers, expressing condolences, ad thereby profit from His Majesty's death.

The way the broadcast industry behaved deserves notice and commendation. All stations cancelled all commercials and regular programs for at least a 24-hour period following the announcement. Appropriate dignified music was substituted and many stations carried this policy on for 48 hours. On the day of the funeral, which was a day of national mourning, all stations again cancelled their commercial and regular programs for a period running between 12 and 24 hours, depending upon local circumstances.

T. J. Allard
General Manager
Canadian Assn. of Broadcasters
Ottawa

* * *

Protest Protested

EDITOR:

This is in reply to your Feb. 11 article contributed by one of our ex-employes. It is not our intention or desire to try our case through the press, suffice it to say that the article is far from factual.

If you know where any combomen can be found who can perform the duties outlined in the third from the last paragraph (page 48) the radio industry can certainly use them. Common sense rejects such ludicrous ravings. (See next to last paragraph of Feb. 11 article).

Gilbert M. Hutchison
General Manager
WBIG Greensboro, N. C.

[EDITOR'S NOTE: The "article" to which Mr. Hutchison objects was a letter in OPEN MIKE from Frank M. Lokey Jr., who described himself as a WBIG announcer-disc jockey. Mr. Lokey protested an earlier story in B•T regarding a labor dispute at the station.]

* * *

Dimes March On

EDITOR:

The 1952 March of Dimes campaign in Lexington, Ky., exceeded its goal of $48,000 by $17,136, or more than 35%.

This happy result was made possible only because of the wholehearted cooperation of the radio stations of Lexington, WLAP, WKLX, WLEX and WVLK. Henry Allin, program director of WLAP, was the chairman of our radio department and much of the success of our radio effort is due to him.

The stations here contributed most of their public service spot time to the March of Dimes. One particular feature of our campaign, the solicitation and sale of 18,628 pounds of tobacco, which was contributed by over 5,000 farmers and which sold for $9,567.40, would not have been pos-

(Continued on page 88)

Advertisement

Radio Advertisers Buy Printers' Ink Article

Check-list for salesmen gets wide distribution

EVER SINCE WE published our December 28 issue, we've been getting hundreds of requests from national, regional and local radio advertisers for reprints of our article, "100 Checking Points for Salesmen." (In fact, as of today, more than 9,000 reprints have already been bought—and the orders are still coming in!)

Bob Kenyon

Many radio executives, who read Printers' Ink regularly to get the advertiser's viewpoint, have also purchased copies of this article.

There are two reasons for this:

One is that "100 Checking Points for Salesmen" is a marketing classic. It was first produced some 23 years ago by the late Mike Wilson of the then Blackman Company (now Compton Advertising Agency). Since then, thousands of reprints have been distributed and hundreds of companies have made it the subject of sales conventions and round-table discussions. And it's just as valuable today.

The other reason is that 1952 seems to be a year of bare-handed selling for radio, as well as for your advertisers.

As you make your sales plans for the months ahead, you will find it worthwhile to have this check-list handy both for yourself and for your associates. It packs a lot of common sense in remarkably small space. And it sells for just 25¢ (Cash with order, please).

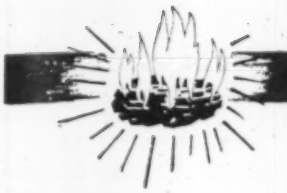
Our editors publish material like this throughout the year, because our readers—advertising, management, sales and agency executives—are keenly interested in everything that will help them advertise and sell better.

That's why everything we publish is from the advertiser's viewpoint. (Which makes Printers' Ink, we think, a good place to sell radio advertising.)

Suggestion: Have your secretary send us your 25¢ today. We will rush your copy of "100 Checking Points for Salesmen" to you by return mail. This will do two things for you: it will give you information that you can use throughout the year; and it will give you a sample of the kind of material Printers' Ink publishes that radio advertisers tell us they want.

ROBERT E. KENYON, JR.
ADVERTISING DIRECTOR

Printers' Ink • 205 East 42nd Street, New York 17, N. Y.
Chicago • Pasadena • Atlanta • Boston • London



A MONTHLY REPORT TO EDITORS

Highlighting Significant Facts about Bituminous Coal

COAL PRODUCTION INCREASE OF 24 MILLION TONS—FORECAST FOR '52.

Secretary of the Interior Oscar L. Chapman recently forecast that 1952's coal production will reach 600 million tons—up 24 million tons from 1951's output. Major markets with expanding needs that require the increase are: exports, steel, and electric utilities.

SINCE 1900—TWENTY-THREE BILLION TONS OF BITUMINOUS COAL!

America's bituminous coal industry recently produced its 23rd *billionth* ton of coal since 1900. This tonnage, produced in 52 years, is greater than the total all-time production of Great Britain—and Great Britain is now in her seventh century of coal mining! This production represents less than 5% of America's known recoverable coal reserves.

A BILLION TONS OF COAL PER YEAR BY 1975?

The nation's energy load has increased four-fold in the past 50 years—and is likely to at least double within the next 25. New industries will be created, present ones expanded. To meet such a demand would call for production of a billion tons of coal a year. In that case, the coal industry will require some 600 million tons of *new capacity* within the next 25 years. This will involve the commitment of several billions of dollars of new venture capital. More billions will be invested in the development of an important new fuels industry, the production of synthetic liquid fuels from coal.

SHOW TO FEATURE MINING MACHINERY WORTH MILLIONS OF DOLLARS.

Many of the tools that contribute to America's superiority in the production of coal will be on display May 14th, 15th and 16th in Bluefield, W. Va., during the Southern Appalachian Industrial Exhibit. This show will feature millions of dollars worth of mining equipment which, coupled with the engineering genius of the bituminous coal industry, has given this country a per-man-day production capacity three times greater than that of any other nation.

If you have any questions about coal or the coal industry, your inquiry to us will receive prompt reply.

BITUMINOUS COAL INSTITUTE
A Department of National Coal Association
320 Southern Building, Washington, D. C.

air-casters

JUDSON BAILEY, producer-director of many CBS-TV sports broadcasts since last summer and member of CBS sports staff, named director of sports for TV network. **JOHN DERR** named CBS Radio sports editor late last year [B•T, Dec. 1951]. **WALTER (RED) BARBER**, formerly CBS sports director for both radio and television, continues to serve both networks as CBS counsellor for sports.

WILLIAM OSBORNE, KWGB Goodland, Kan., named program director at KVWO Cheyenne, Wyo.

BOB BALDWIN to KNBH (TV) Hollywood as assistant to **BOB SMITH**, manager of production facilities.

MARTIN WERNER, NBC New York presentation staff, and **BARBARA KING**, MBS, same city, to writing staff of CBS Radio Network's sales presentation division

LANNY PIKE, supervisor of TV operations at WJBK-TV Detroit, appointed vice president of radio and television for the American Federation of Authors and Publishers. Appointment will not interfere with Mr. Pike's duties at WJBK-TV.

BILL WELSH, sportscaster and special events reporter, KTTV (TV) Hollywood, named to advisory board of Southern California Baseball Assn.

PAUL B. MARION, recently returned from active duty with the U.S. Air Force, appointed promotion supervisor for WBT-AM-FM and WBTV (TV) Charlotte, N. C.

BURROUGHS PRINCE and **PAUL CUNNINGHAM**, staff members of NBC-TV's *Today*, promoted to editorial supervisor and overseas editor respectively.

NORMAN FRANK, producer for CBS Television's *Star of the Family* and *Arthur Murray Show*, signed by CBS Radio as producer on special assignments.

JIM NEWMAN, announcer-newscaster, KFAL Fulton, Mo., promoted to assistant program director.

Mr. Newman

NORMA JEAN NILSSON, who plays Kathy in NBC radio *Father Knows Best*, assigned role in Warner Bros. film, "Miracle of Our Lady of Fatima."

PRISCILLA PALMER to the copy staff of WAVZ New Haven, Conn.

DEAN CRAIG, assistant professor with U. S. Army, ROTC department at UCLA, returns to KNBH (TV) Hollywood as director.

DICK BINGHAM, baseball play-by-play announcer, has joined the Liberty Broadcasting System, Dallas, Tex., and will handle major league games for the network as assistant to **BOB ELSON**, Chicago American League play-by-play announcer.

EDGAR D. TALBERT, program director at WTYC Rock Hill, S. C., appointed radio-TV instructor at the U. of Miami.

BILL WALKER, announcer at CKRC Winnipeg, won the best actor award of the Manitoba Regional Drama Festival.

DICK SINCLAIR, disc m.c., KIEV Glendale, Calif., to KFI Hollywood as staff announcer.

MILLY COURY to WBBM Chicago as staff vocalist.

ED MARCHAL, sales force of WADC Akron, Ohio, appointed traffic manager replacing **JOE JOLLIFF**, retired.

LARRY MILLER named head of continuity department at WSRS Cleveland.

CONWAY ROBINSON, Maryland newspaperman, farmer and sportsman, named farm program director at WBAL-TV Baltimore. **VINCE BAGLI** added to sports staff of WBAL.

AL DENT joins announcing staff of KLRA Little Rock, Ark.

Mr. Dent

BERT LEE Jr., WMGM New York sportscaster, is in boot training with the Marine Corps at Parris Island, S. C.

MARY HEALY and **PETER LIND HAYES**, stars of CBS-TV *Star of the Family*, assigned roles in Stanley Kramer Productions feature film, "The 5,000 Fingers of Dr. T."

ED SLUSARCZYK, farm program director, WIBX Utica, N. Y., named "Man of the Year" by the New York State Jaycees.

BETTY ANN HORSTMAN, director of women's activities at WING Dayton, Ohio, married Feb. 23 to **JAMES ERWIN VENABLE** of Kircher, Helton & Collett, ad agency there.

LARRY KEATING, announcer on ABC radio *This Is Your FBI*, assigned role in M-G-M feature film, "Eagle on His Cap."

CAROLYN DEWEY, new to radio, to KEEN San Jose, Calif., traffic department.

BILL LANE, disc jockey, to WJR Detroit for *Swinging Down the Lane*, Saturday 3:30-4:30 p.m.

ROY BATTLES, farm program director, WLW Cincinnati, re-elected secretary-treasurer of the Ohio Natural Resources Commission.

STAN HAGAN joins announcing staff of KFH-AM-FM Wichita, Kan.

JACK RIORDAN, KSTL St. Louis, to announcing staff of WMAY Springfield, Ill. **PAT FREDERICKS** has been named continuity director at WMAY.

ROSEMARY DeCAMP, who portrays nurse Judy Price in CBS Radio *Dr. Christian*, assigned role in Columbia Pictures' "Scandal Sheet."

LEO ALLEN and **DAVE LEVY**, both graduates of Northwest Broadcasting School, Portland, Ore., have been placed in radio positions. Mr. Allen joins KGOS Torrington, Wyo., as announcer-operator and Mr. Levy will perform similar duties at KWRC Pendleton, Ore.

JOHN MANTLEY, director at WNBC-TV New York, and **ANGELA CARROLL**, actress at same station, married Feb. 9.

JOHN D. WILSON, production manager, KIXL Dallas, Feb. 2 married Peggy Louise Jones, art editor of *Dallas Morning Star*.

DAVE MOSS, program director at WESC Greenville, S. C., father of a boy, Howard Jay, on Feb. 5.

BARBARA JEAN TURNER, traffic manager of WCBT Roanoke Rapids, N. C., is to be married Feb. 29 to Elmer Bradley.

FRED CLARK, who portrays Harry Morton on CBS-TV *George Burns and Gracie Allen Show*, married Betty Venuta, singer-actress, Feb. 15.

BOB MURPHY, co-m.c. of *Bob and Kay* at ABC-TV Chicago, father of a boy, Thomas, born Feb. 8. This is his seventh child.

BOB WOOLSEN, radio producer, ABC Chicago, father of a girl, born Feb. 6. Mrs. Woolsen is the former **PAT MAIER** of ABC Chicago.

JEAN SLACK, KIST Santa Barbara, Calif., married to John A. Hay.

JACK TAYLOR, WBBM Chicago announcer, father of a girl, Sherry, born Feb. 12.

CLIFF JOHNSON, star of *The Johnsons Family*, five-a-week transcribed and live feature in Chicago, father of a son, Clifford T., born Feb. 19. The Johnsons have four daughters.

News . . .

JOHN CORCORAN, WFIL Philadelphia news commentator, leaves March 1 for an overseas flying trip which will take him to 12 countries in Europe and the Near East for talks with world leaders. He expects to remain abroad for five weeks.

BILL CANADY, WJMO Cleveland news staff, to WSRS same city as newsman.

DAVID NEGEL to KTHT Houston, Tex., as assistant news editor and announcer.

RUSS GUNDERSEN to WBBM Chicago as newswriter, where he worked 1940-1945. He recently sold a Deerfield, Wis., newspaper which he edited and published.

EARL WINKEL joins news staff of WTMJ-AM-TV Milwaukee, replacing **HAL PREY** who will do public relations work for Wisconsin Telephone Co.

SHARP upswing in regional and national business has been reported by WICH Norwich, Conn. Eight agencies have placed spot campaigns during the past month in the one station market of Eastern Connecticut.

HOW TO GET OFF THE "STRANGER LIST" IN THE

Quint-City Area

BETTENDORF AND DAVENPORT IN IOWA

ROCK ISLAND MOLINE AND EAST MOLINE IN ILLINOIS

Bendix Aviation Corporation opened its pioneer Central plant in Davenport, December 4, 1950. Eight months later, Bendix began series of two 1-minute announcements daily on WOC . . . *object—to get new employees.* Announcements are tape recorded statements by firm's employees who tell of advantages they find in working for Bendix.

Even in this area of 52,000 industrial employees, the schedule played a part in helping increase Bendix employment from 250 in December 1950 to 1,100 in December 1951. *It is doing an even bigger job—an outstanding public relations job*—IN ACQUAINTING PEOPLE OF THE QUINT-CITY AREA WITH THIS NEWCOMER TO AREA'S BIG INDUSTRIAL FAMILY.

Says John J. Sullivan, plant director of industrial relations, "Thanks to WOC schedule, this locality quickly learned of our work and workers. The WOC announcements took us off the stranger list in a minimum of time . . . and they continue to build prestige for us as a respected member of the community."

If your product or service is a stranger to Quint-City area—nation's 71st largest retail market—WOC can give it a quick and profitable introduction. Get the facts from your F& P man—or get in touch with us direct.

Col. B. J. Palmer, president
Ernest C. Sanders, manager

WOC
THE QUINT-CITIES AM • FM ALSO TV

Davenport, Iowa

Basic NBC Affiliate
5000 W.—1420 Kc.

FREE & PETERS, INC.
Exclusive National Reps.

HAVE YOU HEARD ABOUT Esther Van Wagoner Tufty $1 scripts?

TUFTY NEWS BUREAU
National Press Building
WASHINGTON, D. C.

FEBRUARY 25, 1952

TELECASTING

FATTENING DIET FOR LEAN TV BUDGETS

Du Mont's
lower time costs

Du Mont's
lower program costs

Du Mont's
lower facility charges

Du Mont's
lower production costs

Du Mont's
ability to clear stations

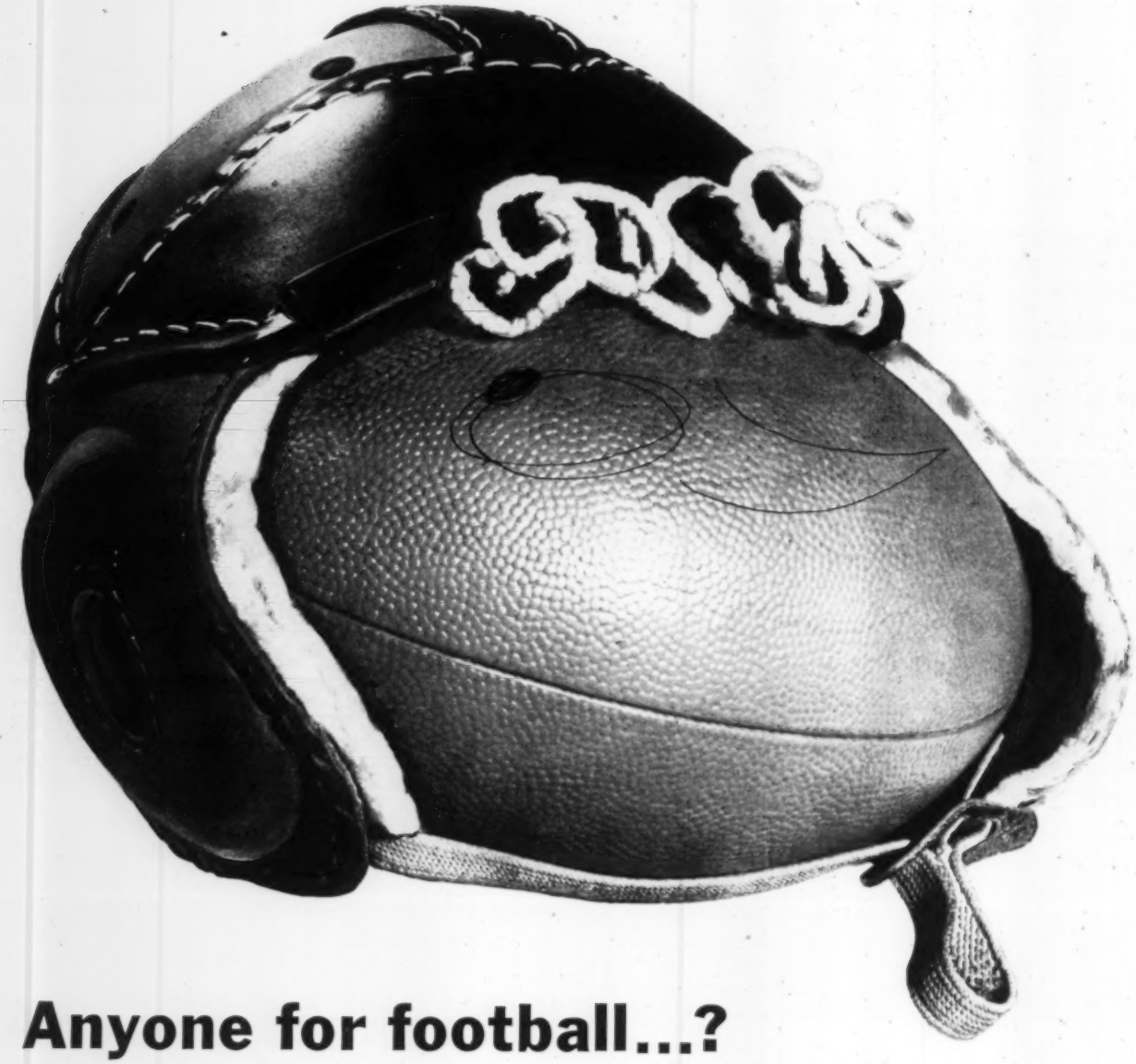
Du Mont's
pre-built audiences

DU MONT
TELEVISION NETWORK

See how the Du Mont Television Network will stretch your television budget —and your sales—further than you ever thought possible.

Advertisers who find Television Valuable in Selling . . .
. . . . Use Du Mont for Value in Television

515 Madison Ave., New York 22, N. Y., MU 8-2600 • A Division of the Allen B. Du Mont Laboratories, Inc.



Anyone for football...?

Everyone is for football. That's why football is definitely for anyone with anything to sell... *and this is definitely the time to do something about it.* ☆ So get set now to make your play for faster sales, bigger audiences with **All American Game of the Week...** exclusive films of 1952 games between standout teams like these: Army, Michigan, Notre Dame, Navy, Ohio State, Illinois, California, U.S.C., Washington, Alabama, Tulane, Kentucky, Texas, S.M.U., Baylor, Indiana, Michigan State, Northwestern, Oklahoma, Nebraska, Stanford, U.C.L.A., Columbia, Yale, and others. Exclusive? Absolutely. Only Sportsvision can film these games for you. 30-minute wrap-ups of the greatest inter-collegiate football contests for 1952...every play covered by four cameras to catch all of the color, all of the rock-and-sock action with close-up intensity. ☆ Here is the package **All American Game of the Week** will deliver to you with hot-off-the-gridiron speed... next season's eleven top football games plus the Season's Highlights in Review, and a Rose Bowl Preview. 13 solid weeks to sell solidly for you ☆ For full information on **All American Game of the Week,** including a print of a typical All American film by Sportsvision, write, wire or call our nearest sales office: Sunset at Van Ness, Hollywood 28, HO 9-6369. 25 Vanderbilt Avenue, New York 17, MU 6-7543. 612 Michigan Avenue, Chicago 11, MI 2-5231.

Consolidated Television Sales

a division of Consolidated Television Productions, Inc.

TELECASTING

FEBRUARY 25, 1952

$217 MILLION IN TV TIME

Advertisers Buy in '51

U.S. ADVERTISERS spent $217 million on television time in 1951, a whopping gain of nearly 140% over their TV time buying in 1950.

The 1951 estimates of television time sales will appear in the 1952 TELECASTING YEARBOOK, the first such basic source work published by Broadcasting Publications Inc. exclusively for television. The TELECASTING YEARBOOK will go into the mails late this month.

Time sales estimates that will be published in the YEARBOOK are based on a formula which has been used with marked accuracy for 14 years in computing annual figures for radio and television.

These figures represent receipts from sale of time after deductions for frequency or promotional discounts but before deductions of commissions for agencies or national sales representatives. They do not include the enormous, but immeasurable, amounts spent for television talent and production, which, if added on, would probably make the total TV advertising bill more than double the time sales volume.

The fantastic growth of television in the past three years is shown by the chart on this page. Volume has shot from $27.5 million in 1949 to $90.4 million in 1950 to $217 million in 1951.

Where is the money coming from?

By far the biggest part in 1951 came from network advertisers who spent $101,111,000, a 189.5% increase over network expenditures in 1950.

Spots Run Second

Next biggest spenders were national and regional spot advertisers who anted up $58.2 million in 1951, 132.6% over 1950 spot levels.

Local advertisers were third, with $57.7 million expenditures, a 90% increase over the year before.

At this stage of TV development the patterns of spending differ sharply from those obtaining in the older, more stable medium—radio. As shown in the 1952 BROADCASTING YEARBOOK, now in the hands of subscribers, local advertisers are radio's biggest customers, spot buyers are second in volume and network advertisers third.

With the vast increase in total business in 1951, most TV operations were believed to have shown a profit. Although official statistics on this subject are not yet available for 1951, it was learned by BROADCASTING • TELECASTING last week that a preliminary screening of financial reports for 1951 at the FCC indicated that very few TV stations lost money.

The 1951 record on profit and loss was a distinct improvement over 1950. That year, when 106 stations were splitting up the total pot of $90.4 million, 53 of them made profits and the other 53 suffered losses.

In 1951, with 108 stations dividing the $217 million business—only two more stations than in 1950—virtually all of them, save a few in the big, multiple-station markets, got into the black.

According to unofficial reports at the FCC, the 1951 record will show that in general the pioneer television stations are faring best.

In 1950 eight stations reported profits of $400,000 or more. Indications are that the number of operators in this lush category increased in 1951.

The distribution of advertising in the three major TV business categories—network, spot and local—has varied in the three years that records are available.

From the beginning, network business has been the biggest of the three, but spot and local have changed places. (See table this page.) In 1949 and 1950 local volume was ahead of spot, and not very far behind network. But in 1951 local failed to keep pace with the tremendous upswing in network (which came about because of expanded interconnection facilities plus organization development) or with the advance of spot (which was being pushed aggressively by national sales companies as well as program package firms).

In addition to the detailed reports on television time sales, the TELECASTING YEARBOOK will contain nearly 300 pages of basic information on the television medium.

It will include complete listing of executives, technical descriptions and rate information for every television station on the air and for all networks. Full lists of advertisers, agencies, program production firms, film producers and distributors, and all services pertaining to television, will be presented.

For the use of those aspiring to station ownership or management, there will be a presentation of the FCC rules and a special article, "How to Apply for a TV Station."

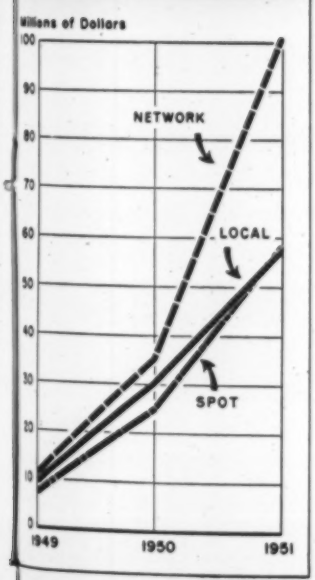
The TELECASTING YEARBOOK is expected to become the same sort of basic reference work for TV that the BROADCASTING YEARBOOK has been for radio, for 18 years.

TELEVISION NET TIME SALES—1949-1951

Year	Network	Increase Over Previous Year %	National Non-network	Increase Previous Year %	Local	Increase Over Previous Year %	Total	Increase Over Previous Year %
1949	$ 10,795,512	....	$ 7,275,013	....	$ 9,459,608	....	$ 27,530,133	....
1950	35,044,000	224.6	25,034,000	244.1	30,385,000	221.2	90,463,000	228.6
1951*	101,111,000	189.5	58,234,000	132.6	57,701,000	90.0	217,046,000	139.9

* 1951 figures estimated.

Television Advertising 1949-'51



SPOT PROBLEMS

Katz Agency Meets With TV Outlets

ENCOURAGEMENT of dual program sponsorship and guards against preemption of spot time and rate changes for advertisers were recommended unanimously at the recent two-day meeting of the 19 television stations represented by The Katz Agency.

Katz, which represents more TV outlets than any other firm in the country, called together top management of its stations for a Chicago meeting concerned with overall spot problems and for the debut of its "all-industry" presentation favoring spot TV programming over network shows [B•T, Feb. 19].

Formal discussion meetings Feb. 16 and 17 were closed to the press and detailed opinions of individual station representatives or of general discussions were not available. Katz spokesmen, however, said there was no "sharp disagreement" on any issue, although several points on the agenda are considered controversial in the trade.

The first of two unanimous recommendations was "that the greater flexibility of spot advertising be extended by encouraging the dual sponsorship of programs". Station men thought this would tend to draw into the television fold more advertisers with medium and small budgets. They did not, however, condone the proposed practice of double sponsorship on commercials. The system of shared sponsorship which they approved would, for example, permit two national clients to split costs on a half-hour show, or to share it on an alternate basis.

Katz spokesmen denied reports circulated prior to the meeting that there would be a flare-up of dispute about double-spotting, saying the subject was not even introduced.

Protection for the advertiser on time slots and rate changes was sought by the group on the recom-

(Continued on page 86)

CATHOLIC TV VIEW

Positive Approach Urged

"IT IS EASY to tell what is wrong with the world in general and with TV in particular," the Rev. Edwin B. Broderick, director of radio and TV communications, Archdiocese of New York, told church members last week, stressing, "in TV we Catholics are swift to protest but reluctant to praise."

He suggested that when viewers see "a decent, wholesome program" they drop appreciative notes to the sponsor, the artists and the producing agent. Examples of worthwhile productions, listed by the priest in his message in *The Catholic News*, include the Goodyear Tire Co.'s *Greatest Story Ever Told*, Fred Waring's Columbus Day and Christmas programs, Gian Carlo Minotti's NBC-TV opera Christmas Eve and Christmas telecasts—including high mass from St. Patrick's Cathedral—via DuMont, ABC-TV, and NBC-TV. Of the estimated million persons who saw the latter, Father Broderick grieved that only 10 wrote letters of appreciation.

Regretting that church members fail to commend as often as they condemn, he warned, "This negative monitoring will rapidly create the impression, particularly in the trade, that such a protesting attitude is the Catholic contribution to television."

Because the turnover of video programs is too rapid, the Church has not been able to draw up a list as it has for the movies, he explained, adding, "we expectantly await the March 1 enforcement of the industry's new code when any objectionable material becomes inexcusable on any score." Admitting that "it requires neither creative imagination nor literary artistry to describe colorfully the immorality depicted on television," Father Broderick anticipated the DuMont telecasts of Bishop Fulton J. Sheen's *Is Life Worth Living* as "a spiritual airwick to the video atmosphere."

TV FILM SERIES

Is Revealed by CIO

NATIONAL headquarters of the CIO is collaborating with its Political Action Committee on a series of 13 TV films, pointing up current issues, for use by local video stations in key cities.

The films, now in preparation, will be sold to local CIO councils, which in turn will offer them to stations as public service features, or buy time for telecasting the programs.

No starting date has been set for opening of the 15-minute programs, which will deal with economic and social benefits for labor, and pose issues during the coming election campaign. Henry J. Kaufman & Assoc., Washington advertising agency, is handling the account.

SCENE of this get-together is a KTLA (TV) Hollywood sales luncheon in New York attended by executives of Paramount Television Productions Inc. (KTLA) and Paul H. Raymer Co., KTLA representative. L to r: Ralph McKinnie, TV director of Raymer; Paul Raymer, president of national representative firm; Paul Raibourn, president of Paramount Television Productions; Klaus Landsberg, head of KTLA Hollywood operations, and Fred Brokaw, Raymer executive vice president.

AFRA-TVA MERGER

Referendum Being Taken

NEW CONSTITUTION for proposed merger of Television Authority and American Federation of Radio Artists was being submitted for membership vote of both unions in a national referendum last week.

The new organization would be known as the American Federation of Television & Radio Artists — AFTRA.

Constitution already has been formalized by TVA-AFRA committees in Hollywood, Chicago and New York. July 1 was set as the deadline for any five-branch merger, as proposed at the TVA convention [B•T, Dec. 17, 1951], of Actors Equity, Chorus Equity, AFRA, American Guild of Variety Artists and American Guild of Music Artists.

Claude McCue, AFRA western regional director, said that creation of AFTRA would in no way jeopardize the five branch merger.

EDUCATIONAL NETWORK

Demos. Urge Endorsement

AN APPEAL to the New York State legislature to endorse the State Board of Regents' proposal for a state-wide network of 11 educational television stations was issued last week by leaders of the legislature's minority Democratic Party.

The attitude of some Republican leaders—that action should await a final FCC decision on the reservation of channels for educational, noncommercial stations—left doubt that the legislative body would act promptly, however.

KLAC-TV Leases Films

KLAC-TV Hollywood has leased 30 feature films from Motion Pictures for Television Corp. for $85,000 with permission to show each film eight times over a one-year period. Nine William Wilder productions are included in the deal.

LIVE SPOTS ARE WNBQ (TV) INNOVATION

Special 'Five for Price of One' Introduction Used

LIVE television spots went on the air Monday at NBC's WNBQ (TV) Chicago and almost half the availabilities were sold in the first two days.

The station, in a unique scheduling venture, is airing live 20 and 10-second station breaks from sign-on until 5 p.m. five days weekly. Twenty-second spots are spotted from sign-on until 1 p.m., followed by 10-second commercials until 5 p.m.

To introduce the new technique, the station is offering until April 1 a special rate of "five for the price of one." The rate card price of $145 for one station break will buy for the advertiser a five-a-week spot strip. Twelve of the 26 potential spot strips had been sold by late Tuesday afternoon, with Pepsi-Cola the first buyer.

A sponsor, buying the station break at 8 a.m., gets the strip at that time each day. The live spot can handle from 35 to 40 words in 20 seconds, and is adaptable to only smaller products. An automobile, for example, would be shown on a slide with cuts to a live announcer. The 20-second spot cost $72.50, but is not available in the specially-priced package.

Harry Kopf, vice president and general manager of the NBC Central Division, said the system may be extended later to other time periods. The objective is to "personalize the sales message and the station alike, two highly desirable goals not always achieved by the slide or film method. The value to clients of a visual, personalized product demonstration cannot be underestimated," he said.

The plan, developed in only one week, was based on a suggestion of TV Program Manager George Heinemann. Details were agreed upon during a conference with Charles R. Denny, executive vice president of NBC, and James Gaines, vice president of the NBC owned and operated stations department.

NCAA PLANS

Industry Meeting to Hear

TENTATIVE plans of the National Collegiate Athletic Assn.'s TV Committee for "controlled" telecasts of college football games next fall will be made known Tuesday at a meeting of the Committee with representatives of the television industry.

The industry group's own views and suggestions for handling the limited TV football coverage during the second year of the NCAA experiment also will be presented. Officials of all four TV networks, some advertiser and agency representatives and representatives of the film field are expected to attend the session, to be held in New York at the Biltmore Hotel starting at 10 a.m.

Afterward, the NCAA group will meet with the TV representatives individually, to listen to specific proposals and offers.

Westinghouse Electric Corp., which sponsored the NCAA football telecasts via NBC-TV last fall, is expected to be among the advertisers represented at the meeting, along with representatives of ABC-TV, CBS-TV, DuMont and NBC-TV.

NCAA's TV Committee is headed by Robert A. Hall, Yale U. athletic director.

The TV Committee's tentative plans were formulated during sessions in Chicago a fortnight ago [B•T, Feb. 18].

Orders Rate Increases

RATE increases for four of its five owned-and-operated television stations were ordered last week by ABC. Effective March 1, the Class A hourly rates of WJZ-TV New York will go from $4,000 to $4,250; WXYZ-TV Detroit, from $1,350 to $1,500; WENR-TV Chicago, from $2,000 to $2,200, and KGO-TV San Francisco from $850 to $1,000. Charges will go up proportionately in other time periods. On the other ABC-owned station, KECA-TV Los Angeles, rates remain unchanged. For Class A time, the rate is $2,000 per hour.

Seeks 'Smith' Segment

ANSON Inc., New York (men's jewelry), through Grey Advertising, same city, is negotiating with NBC-TV for possible sponsorship of the 8:30-9 p.m. segment of NBC-TV's Wednesday evening *Kate Smith Hour*, which is being dropped by Norge refrigerators.

Names Schooler

DAVID SCHOOLER, formerly of DuMont TV Network, has been named to the new post of TV sales manager of Producers Representatives, film distribution firm headed by Sol and Irv Lesser. Before his DuMont association, Mr. Schooler was with Warner Bros.

CONSTRUCTION COSTS

Actual Figures Exceed Estimates

AVERAGE cost of building a TV station in 11 representative TV markets was $540,000, according to a study made by the Washington engineering firm of Kear & Kennedy. Study was based on reports from 15 stations on FCC License Form 302, which require book figures.

Where stations did not construct their own buildings, or had no extensive alteration costs, the average cost comes down to $430,000.

The engineering firm made the study to have figures on hand for clients who labored under the impression that construction costs could be as low as most applications estimate.

Figures from the license files included costs on the following items: Transmitter (all 5 kw), antenna, monitors, studio equipment, land, building, miscellaneous.

Stations Are Itemized

Stations itemized from license files were:

WTAR-TV Norfolk; WBAL-TV and WAAM (TV) Baltimore; WMAL-TV and WTOP-TV Washington; WOC-TV Davenport, Iowa; WHBF-TV Rock Island, Ill.; WBNS-TV Columbus, Ohio; KMTV (TV) and WOW-TV Omaha; WDAF-TV Kansas City; WMBR-TV Jacksonville; WOI-TV Ames (Des Moines); WFBM-TV Indianapolis; KOTV Tulsa (see Table I).

In working up the study, the engineering firm also made up a list of estimates on construction costs made by 15 applicants in eight representative markets (TV and non-TV served). Based on figures in applications, average construction costs come out to $365,000. Average where stations are not planning to construct their own buildings comes out to $295,000.

Construction estimates were obtained from applications for: Oklahoma City; Fargo, N. D.; Lincoln, Neb.; Columbus, Ohio; Waco, Tex.; Lansing, Mich.; Fort Worth, Tex.; Waterloo, Iowa (see Table II).

Comparions of the estimates and actual construction costs between roughly comparable cities show the divergence between them.

For example, Ohio State U. figures it can build a noncommercial TV station without any land costs for $247,000. It cost the *Columbus Dispatch* $956,500 to build its WBNS-TV. Columbus ranks No. 32 in the list of U. S. metropolitan districts, according to the Census Bureau's 1951 report.

Applicants for Oklahoma City estimate construction costs between $1,350,000 (for Oklahoma TV Corp., with a 1,500-ft. antenna) to a low of $159,500 (for Mid-South Television Co. with leased land and building). In comparable Jacksonvile, WMBR-TV spent $206,522.95, even though it owned its own land. Oklahoma City ranks 53d and Jacksonville 56th in metropolitan districts.

Fort Worth applicant estimates building costs will be $373,500 with land leased. KMTV Omaha cost $340,633.60 to build, also on leased land. Forth Worth is 46th in rank; Omaha, 45th.

TABLE I LICENSED STATIONS—FROM FCC FILES

Location & Station	Transmitter Power	Ant. Height	Transmitter Cost	Antenna Cost	Monitors	Studio Equip't.	Land	Buildings	Other	Total
WTAR Norfolk	5 kw	331′	$ 83,845.77	$ 72,616.85	$ 1,300.00	$ 81,410.12	Leased	Leased	$ 79,037.86	$318,210.60
WBAL Baltimore	5 kw	372′	103,186.20	70,003.95	2,300.00	85,068.47	$ 15,949.72	$ 80,061.26	173,858.46	530,450.06
WAAM Baltimore	5 kw	457′	95,123.06	38,656.52	2,475.54	122,122.12	11,130.04	231,092.92	138,739.77	639,339.97
WMAL Washington	5 kw	327′	131,243.47	48,712.60	5,315.00	171,688.98	Leased	68,007.79	37,973.08	462,940.92
WTOP Washington	5 kw	256′	135,108.00	72,280.00	2,370.00	150,553.00	44,836.00	247,619.00	123,951.00	799,571.00
WOC Davenport	5 kw	229′	103,384.00	44,156.00	1,625.00	165,978.00	None	None	39,571.00	354,614.00
WBNS Columbus	5 kw	495′	96,500.00	82,500.00	4,000.00	158,500.00	85,000.00	455,000.00	75,000.00	956,500.00
KMTV Omaha	5 kw	475′	90,083.87	68,862.14	2,485.00	93,245.84	Leased	57,077.41	28,879.34	340,633.60
WDAF Kansas City	5 kw	655′	94,707.43	129,859.60	2,523.50	149,857.78	20,526.83	205,505.44	37,064.67	640,045.25
WOW Omaha	5 kw	394′	232,074.64	48,656.14	2,475.00	58,881.10	Leased	Leased	24,689.74	366,776.62
WMBR Jacksonville	5 kw	425′	102,206.28	38,678.98	21,769.80	19,224.04	Owned	24,147.79	496.06	206,522.95
WOI Ames	5 kw	535′	80,384.02	24,007.46	2,266.98	69,319.47	Previously	Acquired	9,452.00	185,394.43
WFBM Indianapolis	5 kw	[1]143′	87,500.00	35,000.00	1,800.00	48,000.00	.....	.....	.....	172,300.00
WHBF Rock Island	5 kw	350′	67,302.40	108,652.91	6,197.60	55,568.32	None	None	None	237,721.23
KOTV Tulsa	5 kw	[1]6′	89,506.72	29,802.77	8,758.21	102,958.85	None	32,882.51	2,079.37	265,988.43
[1] Antenna on existing bulding			Av'g. of All		$430,000.00		Av'g. with Bld'gs. and/or Renovations ..			540,000.00

TABLE II APPLICATIONS FROM FCC FILES

Location & Applicant	Transmitter Power	Ant. Height	Transmitter Cost	Antenna Cost	Monitors	Studio Equip't	Land	Bldgs.	Other	Total
Oklahoma City										
Okla. TV Corp.	20 kw	1500′	$175,000.00	$600,000.00	$ 2,500.00	$267,500.00	$ 75,000.00	$300,000.00	$ 5,000.00	$1,350,000.00
Mid-South	5 kw	490′	69,500.00	15,000.00	In Trans.	65,000.00	Leased	Leased	10,000.00	159,500.00
Okla.-City TV Co.	5 kw	[2]270′	106,185.00	51,130.00	4,505.00	70,214.00	Leased	Leased	10,000.00	241,034.00
DW Reynolds	5 kw	500′	89,863.00	40,163.00	8,405.00	26,127.00	22,500.00	20,000.00	40,000.00	247,052.00
KOMA, Inc.	5 kw	[2]180′	95,600.00	38,000.00	4,100.00	61,225.00	None	10,000.00	None	208,925.00
Fargo, N. D.										
WDAY, Inc.	10 kw	415′	80,000.00	90,000.00	3,000.00	91,000.00	Owned	50,000.00	5,000.00	319,000.00
Red River Val.	10 kw	[2]288′	81,000.00	29,000.00	5,000.00	82,000.00	None	None	2,000.00	199,000.00
Lincoln, Neb.										
Inland	0.5 kw	[2]320′	30,000.00	16,000.00	7,500.00	42,000.00	On Hand	On Hand	6,500.00	102,000.00
Cornbelt	5 kw	287′	88,698.32	26,183.00	2,928.15	37,438.88	None	20,000.00	24,422.50	199,661.85
Columbus, O.										
Ohio St. U.	5 kw	500′	82,000.00	69,000.00	2,630.00	54,000.00	None	15,000.00	25,000.00	247,000.00
Waco, Tex.										
Texas Telenet	5 kw	300′	69,500.00	28,000.00	In Trans.	22,500.00	4,500.00	None	5,000.00	129,550.00
KWTX	2 kw	481′	55,041.43	41,756.00	10,752.07	76,925.17	Owned	30,000.00	15,000.00	229,474.67
Lansing, Mich.										
Booth	20 kw	500′	154,350.00	64,040.00	7,500.00	86,786.00	1,000.00	17,500.00	.....	331,176.00
Ft. Worth										
Tarrant County	10 kw	[2]200′	150,000.00	40,000.00	3,300.00	140,200.00	Leased	30,000.00	10,000.00	373,500.00
Waterloo										
Black Hawk	5 kw	500′	69,000.00	50,180.00	2,885.00	38,779.00	None	None	None	160,844.00
[1] Antenna located on existing building								A'vg. All		$295,000.00
[2] Antenna located on existing AM Tower								A'vg. With Bldg's.		$365,000.00

Two Carry On

CORPORAL'S GUARD carried on FCC activities last week, as Commissioners' comings and goings were topped by resignation of Chairman Coy at close of business Thursday. Mr. Coy made two speeches in Indiana last Monday, returned to Washington late Tuesday. Comr. Walker made a speech in Cleveland on Wednesday, returned to Washington the following day. Comr. Sterling left Tuesday to attend the funeral of his uncle in Maine, was not due back in D. C. until early this week. Comr. Webster left Wednesday to attend Canadian-U. S. Great Lakes shipping treaty in Ottawa, went on to New York for Saturday night's dinner of the Veteran Wireless Operators Assn. Comr. Jones was out ill Wednesday and Thursday. Comrs. Hyde and Hennock were on deck during the week.

POST-THAW POLICY

FCC to Mull This Week

PROCEDURES to be followed after the TV freeze is ended are scheduled to be taken up by the FCC this week, when it meets to consider last major problem in ending three-and-a-half-year-old TV freeze. FCC did not meet on TV allocations last week (see box).

Major procedural policies that the Commission must establish include (1) how to handle applications—frequency-by-frequency, all together if for the same city, or separately by VHF and UHF; (2) how long the "grace" period should be following the end-of-freeze decision for filing of new applications and the revision of those now pending 60 or 90 days; (3) whether it should be a hard-and-fast rule to start processing applications for cities with no TV service first, then those with no TV stations of their own and finally those with one station, then two, three, etc.

Handling of TV applications on a frequency-by-frequency basis is believed to be highly regarded by most of FCC staff and Commissioners. However, proponents of "all in one pot" idea, which bears blessing of Federal Communications Bar Assn., has considerable following.

Whether Commission will choose 60 or 90 days for waiting period after final decision is issued cannot be ascertained. Consulting engineers and many attorneys are pressing for a 90-day stretch before FCC begins processing applications.

Most everyone expects that the Commission will adopt a policy of making grants in uncontested markets without too much stress on whether city has TV service or not. However, in establishing a schedule for hearings, sentiment has always seemed to be to favor the non-TV areas before those now TV-served.

Commission has concluded its review of the city-by-city allocations, it was learned, although it did not take up each individual city of the close to 1,250 communities for which channels are being assigned. Every major city was checked, however, and the pattern for the country established thereafter.

Report runs 800 mimeographed pages, it was rumored, but staff is trying to prune it. Rules, standards and allocations will run about 75 pages, it was said, with the remainder of the 725 pages devoted to the FCC's "case" for the decision and legal answers to those of the 1,500-odd comments filed during the "paper" hearings last fall whose recommendations are not being followed.

Fears that lack of Commission meetings on the allocations during last week foreshadowed delay in getting out final report were depreciated by commissioners and staff members alike. Hiatus in meetings actually gave staff more time to work uninterrupted on the report, it was pointed out.

ANTELL DISPUTE

Station Position Noted

STATION owners were wedged between opposing parties in the Richard Lewellen-Charles Antell Inc. suits [B•T, Feb. 4] filed in Baltimore when Mr. Lewellen, primary radio-TV pitchman for the Antell Products, wrote stations informing them of the contractual suit and reportedly asserting that he would go "to the full extent of the law" to protect his rights.

Problem for stations is what would happen to them as users of transcriptions with Mr. Lewellen's voice or TV films in which he appeared if the courts decide the Antell contract is void. Would they, station managers asked, also be liable for damage charges?

Charles D. Kasher, president of TV Advertising Assoc. and head of Antell, advised stations he had full contract for exclusive services from Mr. Lewellen and that his own suit against him was designed to maintain that pact. "Our programs," he told BROADCASTING • TELECASTING, "are still on all the stations we were using." Total of radio and TV outlets carrying the Antell billings was estimated at 300-350 last week.

Courts Must Decide

George Graif, manager for Mr. Lewellen for the past few months, as well as his lawyers last week were unwilling to discuss their communication with station owners, taking the position that their suit against the Antell organization states their case, which will have to be decided by the courts.

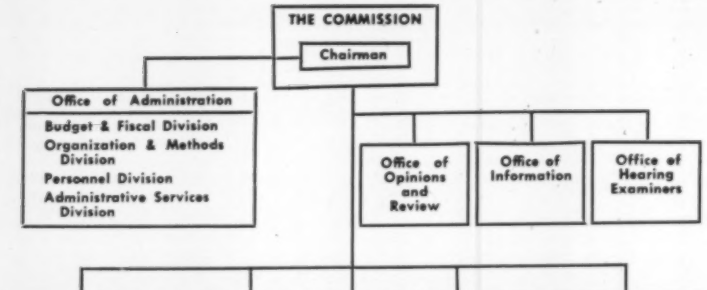
Mr. Lewellen, who was the only salesman on the Antell programs until two more were added several months ago, is suing for an amount in excess of $150,000, charging that he has not been paid the just amount due him: 1% of the gross mail order and direct sales made by the whole company and 0.5% of over-the-counter sales.

Until it is decided whether Mr. Lewellen is under contract to the Antell group, he is not doing any other work, although he recently made a guest appearance on the Barry Gray program in New York.

Easter Telecast

SUSQUEHANNA Waist Co., New York (Ship 'n Shore Blouses), through Mervin & Jesse Levine, that city, is first advertiser to sign for sponsorship of CBS-TV's coverage of New York's Easter parade. Susquehanna will sponsor first half-hour of program which will be seen on network 1-2 p.m. EST, April 13.

EMPLOYMENT of Screen Writer Guild members in TV and documentary fields have increased approximately 90% over that of a year ago, according to tabulation released in mid-February. Figures show that 110 writers were employed in those fields on Jan. 15 last compared with 61 as of Dec. 4, 1950.



THIS IS how the FCC will be set up beginning March 2, when the fourth and final bureau (Field Engineering & Monitoring) is established [B•T, Feb. 18]. Reporting directly to the chairman is the Office of Administration. All other Offices and Bureaus report to the Commission as a whole, with the Bureaus exercising a great deal of autonomy in connection with their activities.

TV CODE

WWJ-TV, WDSU-TV WTMJ-TV Apply

FIRST subscriptions to the NARTB Television Code started coming to the association's headquarters last week shortly after forms had been mailed to the nation's 108 TV outlets. The code goes into operation March 1.

No person at NARTB would say what station was the first to subscribe. As of Thursday afternoon it appeared the honor rested with WWJ-TV Detroit, managed by Harry Bannister, a NARTB TV director; WDSU-TV New Orleans, headed by Robert D. Swezey, NARTB TV Board vice chairman, and Walter J. Damm, WTMJ-TV Milwaukee, who also had been active in the code-writing job. KING-TV Seattle was a possible fourth candidate for the honor.

WWJ-TV First to Write

First written subscription came from WWJ-TV. Messrs. Swezey and Damm phoned their intentions. Otto Brandt, KING-TV, wired for word on availability of slides showing the code's seal.

Thad Brown, NARTB TV director, was in New York Thursday conferring with network officials on their code observance.

Subscription letter was sent out Feb. 19 by NARTB President Harold E. Fellows. Noting that the need for a code, and its acceptance, is shown by the "swiftness with which it has been conceived, endorsed and promulgated," he said that all the code needs now "is unanimous support of the industry."

Mr. Fellows said unanimous support would "reflect finally the determination of the television broadcasters to be their own housekeepers, an attitude which already has been hailed widely by the news media, by civic and church leaders, by educators and government officials and by the public."

Under the subscription plan adopted a fortnight ago by the TV board [B•T, Feb. 18], stations will pay $520 a year as code subscription fee. NARTB TV member stations will get a $250 credit toward the fee with non-members paying the full amount. Networks pay $1,500 a year flat fee. This fee scale is based on 79 subscriptions and will be reduced from $520 to $440 a year if more than 79 subscribe and $405 if more than 90 subscribe.

Specific rules covering use of the seal on the air as well as in promotion were issued over the signature of the Television Code Review Board. Subscribers are urged to make full use of the public relations value of the seal. They are to be provided, upon subscribing, with 100 copies of the code; six glossy prints of the seal; 20-second, 10-second and 8-second films; standard audio copies; glazed proofs of line reproductions.

The seal may be used as a straight slide in station breaks or other spots; split-screen slide combined with station identification; reduced medallion in station identification; as film. Subscribers are urged to use the seal on the air at sign-on and sign-off points and within participating shows under terms specified by the board.

Must Pay One Month

Subscriptions must be accompanied by one month's fee. In station promotion material for the press, the board specifies, stories must not imply that the seal was granted because of a given program or series of programs, but only because of overall programming standards.

The fact that a network has subscribe to the seal does not give a non-subscriber the right to display the seal on a local basis though it may be shown as part of network programming.

TV CUTBACKS

Sponsors Make Changes

NEW EVIDENCE of a trend toward advertiser cutbacks in network TV sponsorships via shortened programs or moves to alternate-week sponsorship — generally attributed to rising time and talent costs—was seen in changes reported last week.

Schlitz Brewing Co., effective April 4, will cut back its hour-long *Schlitz Playhouse of Stars* on CBS-TV to a half-hour, 9-9:30 p.m. The open half-hour from 9:30-10 p.m. will be taken over by General Foods with *It's News to Me*, which moves from its Monday, 9:30-10 p.m. period.

To Transfer 'Claudia'

General Foods will switch its *Claudia* show on March 31 from NBC-TV to the Monday, 9:30-10 p.m. time on CBS-TV. Young & Rubicam, New York, handles both Schlitz and General Foods.

Meanwhile, another Young & Rubicam account, Cluett, Peabody (Arrow shirts), is dropping its sponsorship of the *Herb Shriner Show* on ABC-TV because, it is understood, Mr. Shriner objected to being sponsored by more than one advertiser. The agency still has an option on the show and is expected to try to sell the package to another client.

The time — Thursday, 9-9:30 p.m.—has been taken by Sterling Drug, which switches its *Mystery Theatre* from Friday, 8-8:30 p.m., to the Thursday period. Dancer-Fitzgerald-Sample, New York, is agency for Sterling Drug.

Plans Pearson on TV

CARTER Products, New York, which sponsors Drew Pearson on ABC radio, Sunday, 6-6:15 p.m. EST, is planning to underwrite a television version of the commentator show on ABC-TV. Time and starting date are undecided, although it will be one quarter hour a week. Ted Bates Inc., New York, is agency.

PARAMOUNT

See Initial Ruling in August

MOST OPTIMISTIC guess for an initial decision in the current hearings on the question of Paramount Pictures' qualifications to hold broadcast licenses and approval of the ABC merger with United Paramount Theatres is Aug. 20.

That was the consensus of attorneys in the case after a huddle last Thursday to discuss the lineup of witnesses following week's testimony by Y. Frank Freeman, chief of Hollywood production, and Austin Keough, vice president and general counsel of the motion picture company.

Most attorneys privately admitted that the schedule looked too good; they were more inclined to see the initial decision sometime in the fall.

Highlight of the week's testimony was that of Mr. Freeman who has been in the motion picture business since 1916. Mr. Freeman started in exhibition in his native Georgia, was head of Paramount Pictures theatre division from 1934 to 1938, after which he was assigned to Hollywood. He has been on the West Coast since that time.

Bulk of Mr. Freeman's testimony added up to the fact that Paramount has no policy on the production of films for TV as far as the Hollywood studios are concerned. He said that the New York office handled that end of TV, and that as far as he was concerned, his job was to make films for theatre exhibition.

Paramount has no basic policy about keeping its stars from appearing on TV, he said. Most have TV rights.

However, players under "term" contract — inexperienced, young players being groomed for stellar roles—are forbidden to appear on TV without Paramount permission, he said. That is because he doesn't think TV production and facilities are technically on a par with those of the motion picture capital, he said.

"In Hollywood, we spend thousands of dollars on these young men and women," he pointed out. "When we use them in a film, every care is taken that they appear at best advantage—we have world renowned makeup artists, hair-dressers, wardrobe artists, cameramen, lighting experts.

"When a person appears on TV, he goes on camera, the picture goes out over the air and it's gone. No one can do anything to correct any flaws that show up. A camera, film or TV, is merciless; it brings out any defects," he said.

[For list of Paramount star and contract players and their TV rights, see story this page.]

Mr. Freeman said he did not know of any great demand for film contract players for TV. But he offered this bit of advice to TV producers:

"Go out into the woods and bypaths, into the high schools and the little theatres, and find these people. Put them under contract, like we do, and build your own stars."

Neither does Paramount have any policy restricting its story properties, Mr. Freeman declared. It does not have TV rights to all stories, he said, but where it does and TV offers the right price he would recommend that they be sold for TV usage.

He qualified that statement by stating he would have to study the economics of the situation before deciding what he would recommend regarding those stories already made into motion pictures.

Among the obstacles to free use of motion picture features in TV are union contracts which have special repayment provisions in them if Hollywood "product" is shown over the air, he said. He referred to the 1946 contract with the American Federation of Musicians, which was renewed earlier this year, and to negotiations now underway with the Screen Actors Guild, which contains similar provisions.

All the Hollywood guilds, he said, are trying to get repayment rights incorporated in labor contracts with the producers, he said.

There is no policy against letting film technicians work for TV stations, he said, but none of the top workers want to. TV's scale of wages is too low, he said. He pointed out that a Hollywood motion picture cameraman gets a minimum of $425 per week, while TV's minimum scale is $140 per week.

Among other points made by Mr. Freeman were the following: (1) Average cost of a Paramount feature in 1951 was $1,350,000. (2) Movie goers are today more selective than ever before, therefore Paramount is not making any more "B" pictures. (3) Schedule for 1952 is 24 "A" pictures, of which 14 will be in color. (4) Paramount paid ASCAP $115,000 in 1950-51 year.

Bulk of Mr. Keough's testimony dealt with the history of Paramount Pictures, its organization, trade practices, contracts and anti-trust suits. His testimony was considered significant because he is senior official (except for Board Chairman Adolph Zukor) in terms of years with Paramount Pictures. He has been in an executive position since 1919.

Part of his exhaustive testimony concerned law suits against Paramount Pictures over the years. As of the end of 1951, there were 141 cases pending against the company, he said, with damages claimed of $292,842,834.

On Thursday, FCC associate counsel Max D. Paglin began cross-examining Mr. Keough.

DuMont's Merger Positions

Subsidiary issue came up last week to plague attorneys in the case. Question arose whether DuMont should be permitted to participate in the ABC-UPT merger portion of the hearings. Attorneys argued that the merger was a separate hearing and that DuMont was not listed as a party. DuMont argued that it was a party to the merger proceedings. FCC Hearing Examiner Leo Resnick called for DuMont to file briefs by Feb. 26 defining its interests in the merger. Opposing attorneys will submit rebuttals.

Earlier in the week, the FCC Broadcast Bureau filed an opposition to the DuMont petition asking that it be severed from the Paramount hearing [AT DEADLINE, Feb. 11]. Broadcast Bureau said that the record was not yet complete on three out of the eight DuMont directors (the Paramount directors), that here was no necessity for immediate action, and that the Commission counsel could not prepare proposed findings on the Paramount-DuMont control question unless the rest of the hearing was halted—"neither logical nor desirable."

STARS' TV RIGHTS

Paramount Explains

MOST Paramount stars may appear on TV except during movie production, Y. Frank Freeman, Paramount vice president in charge of Hollywood production, revealed during last week's FCC hearing on Paramount's qualifications to hold broadcast licenses. Others have varying degrees of freedom to appear on TV.

However, "term" contract players—new, young performers being groomed for star roles—have no rights to appear in any entertainment medium without express permission of Paramount executives.

Free to appear on TV are the following stars:

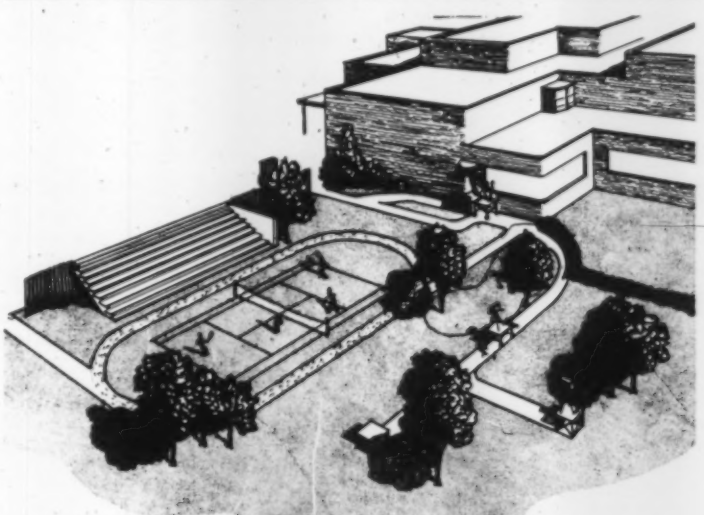
Bing Crosby and Bob Hope, "with limitations" (not defined); Rosemary Clooney, Rhonda Fleming, Joan Fontaine, Paulette Goddard, Van Heflin, Charlton Heston, except during motion picture production; Anna Maria Alberghetti, except during motion picture production and limited to certain types of programs; Yul Brynner, limited to "guest shots"; Audrey Hepburn, subject to Paramount's approval if during production; William Holden, except during production and only if a movie in which he has appeared is released to TV; Robert Keith Jr., in New York only; Mary Martin, subject to Paramount approval; Ray Milland, subject to Paramount consent.

Donald O'Connor and Alan Young have unlimited rights to appear on TV. Eleanor Parker, Suzanne Cloutier and Don Taylor have no TV rights. Mary Sinclair, who is under contract to CBS, has TV rights, limited in number of appearances.

Following artists, under exclusive "term" contracts, have no TV rights:

Judith Ames, Peter Baldwin, Gene Barry, Lyle Bettger, Pierre Cressoy, Laura Elliot, Nancy Gates, Nancy Hale, Virginia Hall, Peter Hanson, Patricia Ann Harding, Betty Hutton, Carolyn Jones, Alan Ladd, Irene Martin, Michael Moore, Susan Morrow, Tommy Norton, Mary Murphy, Nancy Olson, Ann Robinson, Marion Ross, Barbara Rush, Jan Sterling and Joan Taylor.

Contracts of Messrs. Cressoy, Hanson, Ladd and the Misses Hutton and Rush expire during 1952.



FROM the artist's drawing-board is design of WTMJ-TV Milwaukee's outdoor, year-round studio, earmarked for this summer's completion at a cost of $20,000-$25,000. It will coincide with WTMJ's 25th anniversary and WTMJ-TV's fifth. In background is WTMJ's Radio City. Main area of outdoor studio will be 80 x 165 ft., which can be expanded to accommodate larger activities. Among attractions expected to be telecast from this fresh-air location are sports activities, women's shows, children at play, nature studies, summer fashions and even gardening demonstrations.

Sylvania Awards

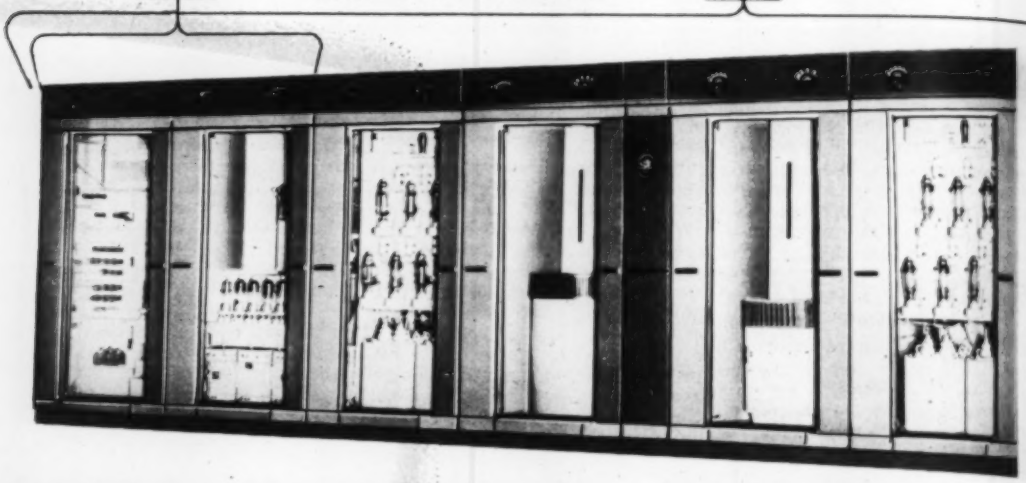
SYLVANIA Television Awards for creative technique and public service, instituted last year, will be presented again in 1952, Don Mitchell, president of Sylvania Electric Products, announced Tuesday. Deems Taylor, chairman of last year's committee of judges, will again head a group representing the fields of education, sports, public affairs, entertainment, child welfare and arts and sciences.

Standard Electronics

TV TRANSMITTERS

500 WATTS TO 20 KILOWATTS

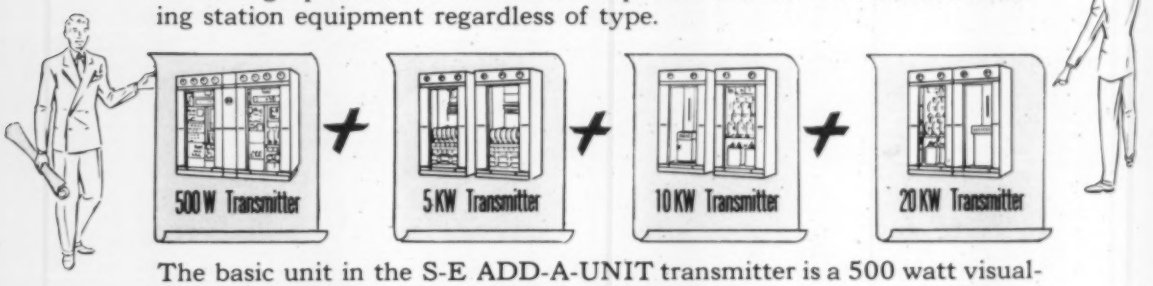
HIGH and LOW BAND



–FEATURING FOR THE FIRST TIME, EXPANDABLE

ADD-A-UNIT DESIGN!

STANDARD'S exclusive ADD-A-UNIT feature enables you to start operation at minimum cost and later ADD-A-UNIT to increase your power. These high power ADD-A-UNIT Amplifiers can also be added to existing station equipment regardless of type.



The basic unit in the S-E ADD-A-UNIT transmitter is a 500 watt visual-aural unit. This is a complete, self-contained transmitter. Additional amplifiers are available as shown in the diagram to provide complete transmitters of 5, 10 or 20 KW output. These amplifiers may be installed initially or at such time as increased power is granted by the FCC.

"A CLAUDE NEON, INC. PRODUCT"

STANDARD ELECTRONICS

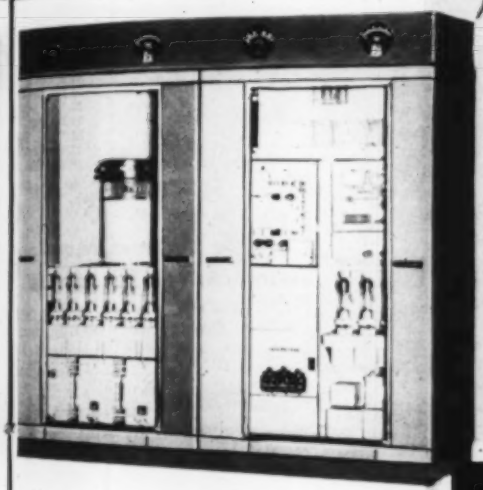
285-295 EMMETT STREET, NEWARK 5, NEW JERSEY

-the great line of new TV transmitters with all the time-and-money-saving advantages you've been waiting for!

SAVINGS ARE TREMENDOUS WITH THESE NEW STANDARD ELECTRONICS TV TRANSMITTERS

because **extreme flexibility is achieved by adding amplification to the basic 500 watt transmitter for power outputs to 20 KW**

because **a complete station package can be supplied to put you on the air quickly**



● Greater Flexibility

ADD-A-UNIT design offers additional advantage in adapting the transmitter, which is completely self-contained, to any station layout whether in a straight line "L" or "U" arrangement.

● Lower Tube Costs

In addition to lower installation, operating and maintenance costs, additional savings are realized in tube replacement. Aging tubes, incapable of supplying adequate power in the visual section are interchangeable to the aural section where power requirements are considerably less. This similarity in the tube line-up also reduces your investment in spares to meet FCC requirements.

- Completely air-cooled
- Entirely self-contained
- Full length tempered—glass front doors
- All vacuum tubes visible during operation
- Covering the entire VHF-TV band

COMPARATIVE ADVANTAGES OF THE NEW STANDARD TV TRANSMITTER BASED ON 5 KW OUTPUT

SPECIFICATIONS	Standard Electronics	Competitive Transmitters A	B	C	D
Approx. cost—1 Set of tubes	$1400	$1500	$1600	$1700	$3000
Approx. power consump. (aver. pic.)	15KW	18KW	25KW	23KW	25KW
Similarity of tube line-up, aural and visual	YES	NO	NO	YES	NO
Physical length	178 in.*	180 in.	199 in.	215 in.	208 in.
Self-contained, both bands	YES	NO	NO	NO	NO
Air cooled, both bands	YES	YES	YES	YES	NO
Factory adjusted side band filter	YES	NO	YES	NO	YES
Ability to use driver as stand by transmitter	YES	NO	NO	NO	NO

*Includes side band filter

S-E PACKAGE

WRITE FOR BULLETIN TTS-61 TODAY!

Distributed by GRAYBAR ELECTRIC COMPANY

CORPORATION

Distributed in the U. S. by GRAYBAR ELECTRIC COMPANY
Distributed Overseas by WESTREX CORPORATION
Distributed in Canada by NORTHERN ELECTRIC COMPANY

Station
KRLD TV
Dallas

Texas' Most Powerful Television Station

★

SERVES THE LARGEST

TELEVISION MARKET...

Southwest

DALLAS and FORT WORTH

More than a Million urban population in the 50-mile area

More than TWO MILLION in the 100-mile area . . .

NOW

154,228

TELEVISION HOMES IN **KRLD-TV'S** EFFECTIVE COVERAGE AREA

EXCLUSIVE CBS TELEVISION OUTLET FOR DALLAS-FORT WORTH AREAS

This is why **KRLD-TV** is your best buy

Channel 4 . . . Represented by
The BRANHAM Company

telestatus

Milwaukee Preferences Are Analyzed

(Report 204)

DESPITE national ratings which placed Red Skelton and Milton Berle at the top of TV ratings, a greater percentage of Milwaukee televiewers turned their dials to *Fireside Theatre* and to *You Bet Your Life*, starring Groucho Marx.

This tabulation applies to the week of Feb. 1-7 during which WTMJ-TV Milwaukee made an extensive coincidental telephone survey.

Fireside Theatre drew a rating of 72.8 and Groucho Marx a rating of 70.2. Milton Berle on *Texaco Star Theatre* was a magnet for a 65.3 rating with Red Skelton rating a listing of 63.5.

Walter J. Damm, vice president and general manager of The Journal Co., licensee of WTMJ-AM-TV, said that, "With only one television station in Wisconsin, we really didn't have to spend $5,000 to make this survey.

Like Shooting Duck

"It's something like the lone hunter faced with a flock of sitting ducks: 'What's to be got—he gets'."

Nevertheless, Mr. Damm commented, "We wanted to find out just how big our 'bag' really is." Thus, the survey was made.

In Milwaukee County served by WTMJ-TV, the total TV set installations as of Feb. 1 was shown to be 207,640 (out of 267,100 homes). Outside Milwaukee County, there are an additional 105,744 sets dependent upon WTMJ-TV for service.

A total of 41,886 phone calls were attempted and 30,546 completed. It seemed logical to WTMJ surveyors that of those persons phoned but not reached, many might be viewing a set outside their home.

"The mistake made in radio surveys," Mr. Damm said, "in which it is assumed that if the telephone was not answered that a family was not listening to the radio, must not be made in television. Everyone today recognizes radio's mistake in connection with automobile radios and other out-of-home radio listening. So far as is known, no survey has ever been made to measure the size of the television audience outside the home and WTMJ-TV is seriously considering a study of this kind in the near future."

Mr. Damm stated, "I am going to send a copy to every television station in the country with the suggestion that they consider doing what the newspapers are doing in connection with the Consumer Analysis which The Journal Co. originated many years ago.

"For the past several years," Mr. Damm continued, "an increasing number of newspapers have made this survey based on mutually agreed-upon questionnaires and they have then gotten out a consolidated issue covering all towns.

"Maybe the time has come," he observed, "when the television stations ought to take the bull by the horns and do their own job of research."

* * *

'Talent Scouts' Tops February Trendex

HEADING the list of top 11 Trendex ratings for sponsored network TV shows for month of February is CBS-TV's *Talent Scouts*. Full list is as follows:

1	Talent Scouts	44.9	CBS-TV
2	I Love Lucy	43.3	CBS-TV
3	Star Theatre (Berle)	40.4	NBC-TV
4	Red Skelton Show	38.6	NBC-TV
5	Godfrey's Friends	38.1	CBS-TV
6	Your Show of Shows	35.5	NBC-TV
7	Fireside Theatre	34.7	NBC-TV
8	Man Against Crime	33.7	CBS-TV
9	You Bet Your Life	32.9	NBC-TV
10	Robert Montgomery	31.9	NBC-TV

These rating are based on the one live broadcast during the week Feb. 1-7.

* * *

Camera Process May Alter Movie Technique

NEW camera process which may change the movie photographic technique has been developed by Camera Vision Productions, Beverly Hills.

It utilizes the conventional camera in conjunction with an electronic camera similar to that used in TV, according to Arthur Lyons, company president. Combination

(Continued on page 105)

Weekly Television Summary—February 25, 1952—TELECASTING Survey

City	Outlets On Air	Sets in Area
Albuquerque	KOB-TV	13,000
Ames	WOI-TV	80,607
Atlanta	WAGA-TV, WSB-TV, WLTV	185,000
Baltimore	WAAM, WBAL-TV, WMAR-TV	358,052
Binghamton	WNBF-TV	50,150
Birmingham	WAFM-TV, WBRC-TV	81,100
Bloomington	WTTV	125,000
Boston	WBZ-TV, WNAC-TV	861,653
Buffalo	WBEN-TV	253,536
Charlotte	WBTV	122,970
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	1,077,817
Cincinnati	WCPO-TV, WKRC-TV, WLWT	329,000
Cleveland	WEWS, WNBK, WXEL	567,692
Columbus	WBNS-TV, WLWC, WTVN	210,000
Dallas-Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	154,228
Davenport	WOC-TV	88,598
Quad Cities Include Davenport, Moline, Rock Isa., E. Moline		
Dayton	WHIO-TV, WLWD	227,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	750,000
Erie	WICU	82,765
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	154,228
Grand Rapids-Greensboro	WOOD-TV WFMY-TV	135,000 101,111
Houston	KPRC-TV	116,000
Huntington-Charleston	WSAZ-TV	73,500
Indianapolis	WFBM-TV	212,350
Jacksonville	WMBR-TV	52,000
Johnstown	WJAC-TV	138,454
Kalamazoo-Kansas City	WKZO-TV WDAF-TV	170,560 189,161
Lancaster	WGAL-TV	135,576
Lansing	WJIM-TV	82,000
Los Angeles	KECA-TV, KFI-TV, KLAC-TV, KNBH KNXT, KTLA, KTTV	1,161,036

City	Outlets On Air	Sets in Area
Louisville	WAVE-TV, WHAS-TV	130,076
Matamoros (Mexico)-Brownsville, Tex.	XELD-TV	11,100
Memphis	WMCT	118,600
Miami	WTVJ	105,000
Milwaukee	WTMJ-TV	313,384
Minn.-St. Paul	KSTP-TV, WTCN-TV	301,500
Nashville	WSM-TV	62,225
New Haven	WNHC-TV	224,000
New Orleans	WDSU-TV	81,764
New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	2,000,000
Newark	WATV	
Norfolk	WTAR-TV	101,833
Oklahoma City	WKY-TV	116,665
Omaha	KMTV, WOW-TV	119,371
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,010,000
Phoenix	KPHO-TV	55,100
Pittsburgh	WDTV	342,298
Providence	WJAR-TV	191,000
Richmond	WTVR	108,870
Rochester	WHAM-TV	128,000
Rock Island	WHBF-TV	88,596
Quad Cities Include Davenport, Moline, Rock Isa., E. Moline		
Salt Lake City	KDYL-TV, KSL-TV	73,200
San Antonio	KEYL, WOAI-TV	67,665
San Diego	KFMB-TV	126,000
San Francisco	KGO-TV, KPIX, KRON-TV	315,000
Schenectady-Albany-Troy	WRGB	198,600
Seattle	KING-TV	124,500
St. Louis	KSD-TV	372,000
Syracuse	WHEN, WSYR-TV	166,021
Toledo	WSPD-TV	150,000
Tulsa	KOTV	108,265
Utica-Rome	WKTV	67,000
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	335,715
Wilmington	WDEL-TV	93,014

Total Markets on Air 64* Stations on Air 109* Estimated Sets in use 15,917,826

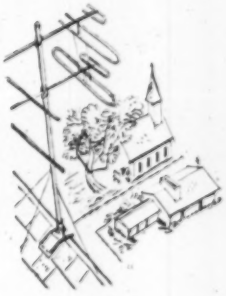
* Includes XELD-TV Matamoros, Mexico

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap, sets counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.

50,000 watts of radiated power from a 1,062-foot tower over channel 2

produced this remarkable coverage pattern for WSB-TV

Four programs produced 7,346 pieces of unsolicited mail from the shaded counties in December. This does not represent the total mail pull for that month. These thousands came for *Peachtree Cowboys, Come Into the Kitchen, Santa Claus* and *Strictly for the Girls*, each a WSB staff-produced show. We do not know the actual "count" on the entire WSB-TV audience. We do know that it is BIG—and growing BIGGER by the minute. Today, WSB-TV offers you the biggest dollar's worth in Southern television history.



wsb-tv
ATLANTA, GEORGIA

World's tallest TV tower 50,000 watts, channel 2. Represented by Petry

AFFILIATED WITH THE ATLANTA JOURNAL AND THE ATLANTA CONSTITUTION

KFMB
TV
Channel-8

SAN DIEGO'S
1st and Only
TELEVISION STATION
blankets
CALIFORNIA'S
THIRD MARKET

San Diego
...NOW A
Billion
Dollar
MARKET!

. . . "I can say that in the past, we have considerably understated the San Diego market, but we now credit it with a billion dollar income (after income taxes)."

Cordially yours,
J. M. GOULD,
Managing Director,
Market Statistics, Inc.

Wise Buyers
BUY
KFMB
For
More
Business!
KFMB-TV
Channel 8
KFMB-AM
550 · K.C.
John A. Kennedy, Board Chairman
Howard L. Chernoff, Gen. Mgr.

film report

TWO television film producers are planning to shoot series of television film programs in the Scandinavian countries this summer and fall.

Scandinavian - American Television Co., Beverly Hills, will film a half-hour series, *Hans Christian Andersen Tales*, in Denmark. **Malvin Wald**, writer, has gained the cooperation of the Royal Danish Government, Andersen Society and Museum, and will incorporate the Royal Danish Theatre, Ballet and Symphony Orchestra in the films. **Arthur Pierson**, Scandinavian-American film director, will direct the programs. **Karl E. Moseby**, company vice president and executive producer, plans completion of the first 13 films by July.

Crown Film Productions, Beverly Hills, plans September production of 13 half-hour television films, *Secret Assignment*, to be shot in Stockholm. Producer-director **Thor Brooks** leaves for Europe upon completion of directional duties for Telemount Pictures, Hollywood.

* * *

Trans - Video Productions, Inc., Hollywood, has been formed by **John Van Geldern** as president and executive producer and **Sam Manchel** as vice president and secretary. The first television film series, to be filmed in color, is *Let's Take a Closer Look*, 13 five-minute programs based on the fact that objects are not always what they seem to be at first glance. The company is signing and developing its own group of stock players from which to draw for future series.

* * *

Hal Roach Productions, Culver City, starting first of projected 13 half-hour film series, *My Little Margie*, next week. **Charles Farrell** and **Mona Freeman** will star as father and daughter in the domestic comedy format. **Frank Fox** is the writer.

On the 1952 schedule is *The Dramatic Hour*, 13 half-hour films divided into four separate parts and similar in format to *Children's Hour*. Mr. Roach is negotiating with film stars **Barbara Stanwyck** and **Montgomery Clift** for leading roles.

* * *

Snader Productions Inc., Beverly Hills, with **Robert Snader** and **Bernard Brodie** in charge of production, form new department to produce and finance half-hour television films. The primary interest is in dramatic and adventure series and packages with names. Three series are planned.

* * *

Pathescope Productions, New York, television, industrial, educational and government film producers, opening Midwest office at 2536 Euclid Ave., Cleveland, to be headed by **Robert Polatsek**, formerly associate film and TV producer at Fuller & Smith & Ross advertising agency, New York.

* * *

Sales . . .

Rene Williams Productions, Hollywood, 26 half-hour television films, *Invitation Playhouse* leased to six more stations. Now being telecast on KLAC-TV Hollywood, added stations and sponsors are KFMB-TV San Diego, **Borrego Springs Realty Co.**, San Diego; KRON-TV San Francisco, **Spreckles-Russell Dairy**, San Francisco; WDTV (TV) Pittsburgh, **Oswald & Hess Co.** (meat packers), Pittsburgh; WAAM (TV) Baltimore and WMAL-TV Washington, **Gunther Brewing Co.**, Baltimore; WTMJ-TV Milwaukee, **Ennis Motors**, Milwaukee. **Maurice Greshman**, sales manager of Syndicated Television Productions, affiliate of KLAC-TV, handled the negotiations.

* * *

CBS Television Film Sales, distributors of *The Cases of Eddie Drake* and *The Files of Jeffrey Jones*, announced sale last week of both Hollywood-filmed features to **Crawford Clothes Inc.**, New York, via **Al Paul Lefton Co.**, New York. Thirteen weeks of *Eddie Drake* and 26 weeks of *Jeffrey Jones* will be seen on the DuMont New York outlet, WABD (TV), starting March 6. Screen actor **Don Haggerty** stars in both features.

* * *

Sarra Inc., Chicago, is producing a series of "spring is on the way" television films for **Cargill Inc.**, Minneapolis, and **Green Treated Cargill** lawn seed through **Bruce B. Brewer & Co.**, Kansas City.

Sarra also is handling the filming of **Poof** commercials for **Jules Montenier Inc.**, Chicago, through **Earle Ludgin** agency, Chicago. They are used on *What's My Line*, CBS-TV, with **Stopette** deodorant spots.

* * *

Gabriel Moulin Studios, San Francisco, opens special television film creative department to assist Northern California advertising agencies in production of commercials. **Don Briese**, formerly with Edwards Agency, Los Angeles, and **Charles E. Sayers**, motion picture director for Gabriel Moulin, will head the department.

* * *

Southwest Film Productions, in collaboration with the **Advertising Art Studios** and **Aylin Advertising Agency**, all of Houston, completed Houston's first animated sound-on-film television spot fortnight ago. Spot was done for **Weldon Cafeteria**, Houston, and is scheduled on KPRC-TV.

* * *

Art Directors Club of Los Angeles during its seventh annual exhibition of West Coast advertising art, for the first time presented a medal award for the best television commercial film. Winner was **Ted Parmelee**, art director for TV commercial film produced by **United Television Productions of America** for **U. S. Navy**. Trio also won Certificate of Merit award.

* * *

Olio Video Television Productions Inc., New York, has released three of its recently acquired films for use on TV: *Great Guy* with **James Cagney**, *Knickerbocker Holiday* with **Nelson Eddy** and **Shelly Winters**, and *Man Who Lost Himself* with **Brian Aherne** and **Kay Francis**. Olio Video also has completed editing 29 feature films and 37 westerns to meet half-hour TV program requirements.

* * *

M. & A. Alexander Productions, Hollywood, acquire world TV and theatrical distribution rights to RKO-released feature film, *The Villain Still Pursued Her*.

* * *

People . . .

George Ellis, general sales manager of Ziv Radio-TV Productions, joins **Jerry Fairbanks Productions**, New York, as manager of recently-expanded sales office.

* * *

Arnie Kaplan, account executive for KFI Hollywood, to **Screen Gems Inc.** Hollywood, as Western sales representative.

* * *

Jerry Abbott joins the sales staff in the TV department of **Kling Studios**, Chicago.

* * *

William J. Dolley joins **Academy Film Productions**, Chicago, as director of sales. He has been a radio and television salesman for 20 years.

* * *

Phildan TV Productions, Hollywood, signs **Jo Graham**, dialogue and test director; **Edward Ilou**, production designer; **Ray Scott**, production and construction supervisor, and **Alfred DeGaetano**, supervising editor, for 13 half-hour TV film series based on **Ernest Haycox** stories.

RANGERTONE
BEST FOR TV FILMS
USED BY
PRECISION
FILM LABS.
221 West 46th Street,
New York, New York
SYNC-SOUND
RANGERTONE
73 WINTHROP ST
NEWARK 4, N. J.

More people watch WPTZ than any other Philadelphia TV station*

* Not our estimate but ARB figures for the entire year of 1951

WPTZ

NBC TV-AFFILIATE

Write 1600 Architects Building, Phila. 3, Pa.
Phone LOcust 4-2244 or NBC Spot Sales

'RED' PROBE?

House Group Warns TV Industry

TELEVISION'S camera world may become the future stamping grounds of Congressional investigators, much in the way the Hollywood movie studio has become the concern of the House Un-American Activities Committee.

This was the implication given in the committee's annual report released Feb. 17 and in subsequent clarification to BROADCASTING • TELECASTING by a committee staff investigator.

What the committee fears most, according to both the report and the spokesman, is a large-scale exodus of Communists and fellow travelers from the motion picture industry to television.

The warning to television moguls was received with a polite and studied quiet with the exception of comment from two West Coast TV executives.

Harry S. Ackerman, vice president in charge of network programs, CBS Television, Hollywood, said the industry is "as clean as a whistle." He pointed out that the network has a loyalty questionnaire which prospective employes are required to sign. Also quoted was Klaus Landsberg, vice president and general manager, KTLA (TV) Los Angeles (Paramount Television Productions Inc.). Mr. Landsberg noted that the very nature of the industry acts as a safeguard against infiltration.

While pin-pointing the TV industry as possibly the next avenue for Communist infiltration, the committee sharply scolded the Hollywood movie industry, charging that it has failed to rid itself of Communists. The report stated:

The committee had assumed that its 1947 hearings had served to minimize the power of the Communist Party among the devotees of the silver screen. However, it was found during the course of the 1951 hearings that actually the 1947 hearings had not lessened the extent of Communist infiltration in Hollywood and had not prevented the flow of money from Communists and fellow travelers employed in the industry to the Communist Party. The influence of the party in the Screen Writers Guild, however, was severly curtailed as a result of the hearings held by the committee during the year 1947.

Portion of the report aimed at creating awareness in the TV industry, as a committee staff member phrased it, follows:

It must be remembered . . . that the American public also has an investment in Hollywood for, prior to the advent of television, the American public relied almost solely upon Hollywood motion pictures for visual, dramatic presentation. It must be realized that moving pictures have a tremendous emotional effect upon the audience which views them.

The same is true of television shows. Because of the vast new potentialities of television it seems logical that Hollywood motion pictures will some time in the future be presented on a large scale to television audiences.

The committee hopes that its investigation of Hollywood will have a far-reaching effect and prevent a large-scale future Communist infiltration of the television industry. It is logical to assume that the Communists will endeavor to infiltrate television on a large scale because it is rapidly becoming an important entertainment medium in the United States. The committee realizes that the vast majority of entertainers and workers in the entertainment field are patriotic and loyal Americans, but the flow of money to Communist coffers which comes from those who are disloyal must be stopped.

The report contained the first exclusive reference to the TV industry since the committee's formation on Capitol Hill.

The first Hollywood probe began in 1945 with subsequent hearings in Hollywood and in Washington in 1947 and in 1951. The committee indicated it did not consider the Hollywood investigation at an end.

It was emphasized that radio was not ignored in the committee's deliberation, but that television was cited because of its adjacency in providing entertainment, hiring of talent, writers, producers and even technicians. The word of caution holds for the radio industry as well, the committee spokesman said.

The report drew strong criticism from Eric Johnston, president of the Motion Picture Assn. of America, who said it did not contain a "shred of evidence that Communists ever succeeded in influencing the content of a single motion picture made by any of our members. . . . The committee knows that leaders of the industry voluntarily agreed in a statement of policy in 1947 that they would not knowingly employ Communists. This policy has been adhered to unswervingly."

Accusing the committee of making a "misleading and unfair" report on Communst influence in Hollywood, Mr. Johnston said by failing to mention movie industry policing, "the committee has done tremendous disservice" to the movie industry.

Washington Watches | *Movies*

CINEMA PLAYHOUSE
11:05 p.m.-Midnight
Nightly except Saturday

Featuring varied film fare, "Cinema Playhouse" is the highest-rated late evening TV movie program in Washington (average nightly rating—6.7, ARB, Jan., 1952).

SPOT PARTICIPATIONS AVAILABLE

Watch Washington

One of the outstanding features of the Washington Metropolitan Area market is its stability. Washington has a stable source of employment in the federal government, with nearly half of the workers in the area—278,500—employed by Uncle Sam. These employees pour a monthly payroll of $102,300,000 into the market. Stability of federal employment means stability of employment in private business.

wnbw *NBC Television in Washington*
Channel 4 *Represented by NBC Spot Sales*

Rita Halle Wile

RITA HALLE WILE, wife of Frederic William Wile Jr., vice president and director of NBC-TV network production, died last Wednesday night in New York Hospital after a short illness. She was a native of New York. Survivors include Mr. Wile; a son, Frederic W. Wile 3d; a daughter, Miss Halle Wile; her mother, Mrs. Rita S. Kleeman of New York, and two brothers, Louis J. Halle Jr. of Washington and Roger Halle of New York.

AD COST PLAN HIT

Arnall Succeeds DiSalle

MARKING time until Congress takes up economic controls legislation March 4, the administration last week leveled a broadside at the author of the controversial formula for advertising cost allowances.

At the same time, Ellis G. Arnall was sworn in as new price stabilizer, succeeding Michael DiSalle, who resigned to campaign for the Senate Democratic nomination in Ohio. The Senate confirmed Mr. Arnall, former governor of Georgia, without dissent last Monday. Swearing-in ceremonies were held in Atlanta Thursday.

The Democrats turned their attack on Sen. Homer Capehart (R-Ind.), who spearheaded the original drive for legislation to permit advertising and other computations in *The Democrat*, official newspaper of the party published by the Democratic National Committee. It stated:

"The word 'Capehart,' which once came close to becoming a common noun synonymous with 'juke-box,' has now come to be a synonym for unjustified inflationary price boosts.

'Cost Plus Program'

"The Capehart amendment makes the Defense Production Act a cost plus program for manufacturers, and thus makes our defense program more expensive."

The newspaper urged prompt action by Congress in support of President Truman's plea for repeal of the amendment [B•T, Feb. 18]. Under the Capehart formula, manufacturers may compute certain costs for advertising, selling, administrator and other factors from the start of the Korean war to July 26, 1951.

The President's request for repeal of Capehart formula—and for curbing consumer credit on radio-TV set installment purchases—are contained in two bills dropped in the Congressional hopper the past fortnight. The Senate Banking & Currency Committee had set hearings to start March 4. The present Defense Production Act expires June 30.

RCA TV CLINIC

Draws 70 Engineers

MORE than 70 broadcast engineers have enrolled for a five-day training course at the RCA Victor plant, Camden, N. J., in theory, design, operation and maintenance of UHF and VHF television equipment. The training clinic, tenth in a series sponsored by the RCA Engineering Products Dept., will begin today (Monday).

Leading engineers at the company will conduct lecture classes employing the latest techniques of audio-visual instruction. The program will terminate with a tour through the David Sarnoff Research Center, Princeton, N. J., on Feb. 29.

from the VIEWER'S VIEWPOINT

"... KPIX, for its overpowering effort to please!"

... writes Mrs. Donald D. Poff,
425 Franklin Street
San Francisco, California

The "effort to please" has been characteristic of KPIX, San Francisco's pioneer television station, from its very first day.

It's a successful effort, too! Speaking for thousands and thousands of viewers, Mrs. Poff writes, "in staying close to Channel 5, I see great humor, great drama, great stars, great shows. As a housewife, I particularly enjoy the variety of your daytime programs. In the evening, the rest of my family joins me on Channel 5. KPIX is tops!"

Such viewer-loyalty offers a special sponsor-value worth looking into with your Katz man.

KPIX CHANNEL **5**
SAN FRANCISCO
CBS and DUMONT Networks

Represented by the Katz Agency

'EMMY' AWARDS

NBC-TV Gets Five of Six

NBC-TV shows and personalities won five out of the six "Emmy" awards with KNBH (TV), its owned and operated Hollywood station, receiving one of the three special achievement awards at fourth annual Academy of Television Arts & Sciences Awards dinner held in Los Angeles Ambassador Hotel last Monday night

Red Skelton was presented two awards. One was for his NBC-TV Sunday show and the other for being the best comedian on TV. Sid Caesar was named best actor and Imogene Coca best actress. Their co-starring program *Your Show of Shows* was named best variety show on TV.

CBS-TV *Studio One* took honors as the best dramatic show.

Academy's board of directors in addition voted three special achievement awards. Sen. Estes Kefauver (D-Tenn.) was honored for what was described as an outstanding contribution to TV through his telecasts of the crime investigation hearings. American Telephone & Telegraph Co. was cited for its completion of the coast-to-coast microwave system.

Jack Burrell, KNBH engineer, was presented an "Emmy" for perfecting a mobile camera unit which can operate for distances up to a quarter-mile from a remote truck without use of cables or wires of any kind.

Out-of-town "Emmy" winners expressed appreciation to ATAS via long-distance telephone, with conversation being picked up by KECA-TV which telecast the evening's event locally.

More than 600 persons attended the awards dinner. Mike Stokey, ATAS president, presided. At conclusion of the awards presentation, he formally turned over the gavel to Hal Roach Jr., film producer, installing him as president for 1952.

BAY AREA AWARDS

Academy Picks KRON-TV

SAN FRANCISCO Academy of Television Arts and Sciences in voting at its annual award banquet Feb. 16 selected KRON-TV as the outstanding Bay Area station for 1951.

The Station Achievement Award was presented by San Francisco Mayor Elmer Robinson to Charles Thieriot, KRON-TV manager. The award is a silver statuette of a winged lady dubbed the "Emmy" by the Academy.

Selected as outstanding male and female personalities in Bay Area television were Lee Giroux and Marjorie Trubull, both freelance stars with shows on both KRON-TV and KPIX (TV). Runners-up, receiving honorable mention scrolls in the competition, were Del Courtney of KPIX and Evangeline Baker of KGO-TV.

Award winners in other categories and the honorable mention runners-up were:

Best Live Show: *Science in Action* (KGO-TV); *Looking at Fashion* (KGO-TV). Best Children's Program: *Cartoon Circus* (KRON-TV); *Captain Fortune* (KPIX). Best Live Commercial: Golden State Milk; Chevrolet Motors. Best Film Commercial: Golden State Milk; Belfast Root Beer. Best Live Sports Coverage: Calif.-Stanford Big Game (KGO-TV); Calif.-Stanford basketball games (KGO-TV).

Best Daytime Program for Adults: *Exclusively Yours* (KRON-TV); *Del Courtney Show* (KPIX). Best Educational or Cultural Program: *Science in Action* (KGO-TV); *KMA-438* (KPIX). Best Public Service Program: *Cerebral Palsy Celebrity Parade* (KGO-TV); *Saints and Sinners Milk Drive* (KPIX). Best Special Event (one time only): Kefauver Hearings (KGO-TV); Midnight Mass from St. Mary's (KGO-TV). Best News Program: William Winter (KPIX); Al Constant's *Shell News* (KRON-TV). Best Film Program: *Behind These Walls* (KRON-TV); *Teletrips* (KPIX). Engineering Award: George Mathiesen (KPIX); W. A. Palmer (Palmer Lab.).

From Bob to Harry

GIVE President Truman "my very best love," Sen. Robert Taft told the four Voice of Democracy winners last Tuesday just before their White House visit. The students drew straws, with Dwight Clark Jr., Fort Collins, Col., the lucky one to repeat the GOP candidate's words to the President. He drew this reply, "Oh, Bob Taft and I get along all right. I call him Bob and he calls me Harry. He's a fine man, but he's on the wrong side of the fence." (See main VOD story and photo page 89).

COLOR RESEARCH

No Engineer Problem—GE

ALTHOUGH the government has banned commercial color TV production, General Electric Corp. has encountered no problem involving transfer of engineers from color research to defense and civilian projects.

This was revealed by GE officials following a news conference held by the company in Washington last Tuesday on the role of subcontracting in the defense effort.

GE officials estimated that about 60% of the firm's engineering personnel had been utilized on military programs before the ban. Since then, perhaps another 15% have been diverted to defense work. This contrasts with reports that at least one company reassigned 40 or 50 engineers from color TV to other work.

The question was posed in connection with the possibility that the National Production Authority may lift its color television equipment ban if manpower and materials problems can be resolved to the government's satisfaction [B•T, Feb. 18].

GE officials noted that a great bulk of the firm's engineering personnel has been involved in defense research and development projects for the past five or six years. The NPA freeze did not divert any appreciable number of technicians, they said. Color TV research and development is not prohibited by the order.

Some engineers have continued on color video research in connection with the company's work on the RCA and National Television System Committee systems, it was pointed out. If NPA were to lift the prohibition, General Electric would, of course, be forced to concentrate more heavily on color research for competitive reasons. The same situation would obtain in the event that color equipment is mass-produced.

One factor in the engineering question lies not only in the shortage of so-called "project" engineers as such but in the lack of trained personnel to instruct other technical help in all TV development.

Much of the engineering personnel which has concentrated on color TV also has interchanged with monochrome television research as well as with military applications of black and white television.

General Electric has another interest in the color TV ban—that of a manufacturer which has contracted to produce 20th Century-Fox Corp.'s Eidophor theatre TV unit. But here again color is only one phase.

First units of Eidophor, described as a projection theatre TV system, are due from Switzerland this spring and scheduled for demonstration in New York. Eidophore may be adopted to color (through the CBS color system) or used for ordinary theatre television.

GE officials claim they have the necessary research and development facilities to perfect the system. GE engineers will work on it notwithstanding NPA's color ban once it is submitted to the firm for development.

TV CRITICISM

Should Be Heeded—Young

CRITICISM of television's programming should not be ignored or shrugged off by TV broadcasters and sponsors, James Webb Young, senior consultant to J. Walter Thompson Co. and consultant on mass media to the Ford Foundation, told Thursday's luncheon meeting of the Radio Executives Club of New York.

This criticism, Mr. Young pointed out, rises from the "sound instinct that in the homes of America television could become the greatest single medium in determining their informational level, their cultural and taste level and the level of unconscious behavior patterns set before their children." These things, he said, are matters of concern not only to professional educators but to millions of earnest parents.

FREEZE END

Mid-March, Says Coy

HOPE that the TV freeze will be ended by "around the middle of next month" was expressed by FCC Chairman Wayne Coy in two speeches last week prior to his resignation. Mr. Coy addressed the Fort Wayne Rotary Club and the Muncie Junior Chamber of Commerce on Feb. 18. He gave almost identical talks on the subject of TV to both groups.

Following mid-March freeze-end [B•T, Feb. 18], Chairman Coy estimated that the Commission could start processing TV applications around May 15 or June 15 and that there might be from 10 to 20 new TV stations on the air this year. He included a 60 to 90-day waiting period after the freeze ends for the filing of new applications and the revision of the old ones in his estimate.

In discussing color, Mr. Coy pointed out that the CBS field sequential system "was not limited to the use of the disc." He said that present work on the development of a tri-color tube was "particularly significant" since it could be used by the CBS system and thus do away with its mechanical aspect.

Since no successful compatible color system was demonstrated during the hearing, Mr. Coy said, although everyone agreed it was most desirable to have a compatible color system, "the Commission felt that it was not fair to deprive 40,000,000 American families of the opportunity to have color simply because the owners of the 7,000,000 or 8,000,000 at that time might have to spend some money in adapting their receivers."

UHF IN PHILA.

Asked by Westinghouse

FIRST application for a UHF television station in a major city by a major broadcaster was filed last Thursday with the FCC.

Westinghouse Radio Stations Inc. filed for UHF Ch. 17 in Philadelphia with ERP of 200 kw visual.

The application pointed out that there are now more than one million VHF receivers in Philadelphia.

Expenses for the first year of operation were estimated at $450,000.

Westinghouse listed construction cost of the 200-kw station at $468,000.

WRS is the licensee of KDKA-AM-FM Pittsburgh, KYW-AM-FM Philadelphia, WBZ-AM-FM-TV Boston, WBZA-AM-FM Springfield, KEX-AM-FM Portland, Ore., and WOWO-AM-FM Fort Wayne. It is an applicant for VHF TV stations in Pittsburgh, Portland, Ore., and Fort Wayne. Westinghouse also operates an international broadcasting station, WBOS Boston.

Last week a total of five television applications were received by the FCC (see FCC ROUNDUP, page 103). The Westinghouse filing brings the number of UHF applications to almost 30.

America's

TOP SHOWS

depend on Houston-Fearless Equipment

The Alan Young Show
CBS Television Network
Starring Alan Young with guests William Perlberg and George Seaton of Paramount Pictures, producers of "Aaron Slick from Pumpkin Creek." Color by Technicolor.

"In 98% of all U.S. Television Stations"

Write for catalog on television equipment.

The **HOUSTON FEARLESS** *Corporation*

• DEVELOPING MACHINES • COLOR PRINTERS • FRICTION HEADS
• COLOR DEVELOPERS • DOLLIES • TRIPODS • PRINTERS • CRANES

11801 W. OLYMPIC BLVD • LOS ANGELES 64, CALIF.

"WORLD'S LARGEST MANUFACTURER OF MOTION PICTURE PROCESSING EQUIPMENT"

FROM front, bottom, clockwise: Daniel Denenholz, Katz, New York; Tom Harker, Fort Industry Co. and WAGA-TV Atlanta; P. A. Sugg, WKY-TV Oklahoma City; Harry Lipson, WJBK-TV Detroit; Allen L. Haid, WSPD-TV Toledo; Thomas J. Flanagan, Katz, Kansas City; Hoyt Andres, WKY-TV; Gerald H. Gunst, Katz, Chicago, and Walker Long, WSAZ-TV Huntington.

* * *

FROM the front (l), counterclockwise: William F. Kiley Jr., WFBM-TV Indianapolis; Willard Schroeder, WOOD-TV Grand Rapids; Harry M. Bitner Jr., WFBM-TV Indianapolis; Paul Adanti, WHEN Syracuse; Roger W. Clipp, WFIL-TV Philadelphia; William Condon, Katz, Chicago; Robert Salk, Katz, New York; Lewis Johnson, Katz, Chicago; L. H. Rogers, WSAZ-TV Huntington; Ray Peritz, Katz, Chicago.

* * *

Spot Problems

(Continued from page 71)

mendation of The Katz Agency. It was agreed, also unanimously, "that, consistent with current contractual obligations, all advertisers should have equal opportunity to the use of their facilities and that national spot advertisers be protected against preemption up to 52 weeks."

Katz men recommended that as far as possible, stations try to protect advertisers against rate changes for a 12-month period, the custom in radio, instead of for six months as practiced in TV.

Rate Changes Protested

Agencies and their clients have long protested the frequent rate changes in TV because they upset scheduled budget allocations. Most stations, however, have upped their rates with consistent increases in circulation. The plan to offer a set rate for a firm 52-week contract would be more feasible for stations with "levelled off" circulation where set penetration is about 50 per cent. This condition applies to about 11 of the Katz stations.

Because of the "multiplicity of rating services and the great variation in their findings," the station men recommended adoption of some method which would establish "a universally acceptable yardstick of audience measurement." They recommended that The Katz Agency propose organization of a study committee in letters to the NARTB, the ANA, AAAA and the National Assn of Radio and Television Station Representatives.

The meeting began officially Saturday with a morning session, although early-comers attended a cocktail party Friday evening. Saturday agenda of luncheon, dinner and talks was followed by a Sunday morning business meeting and luncheon. The conference took place at the Edgewater Beach Hotel.

* * *

FROM the back (l), clockwise: Philip G. Lasky, KPIX (TV) San Francisco; Margaret Alcott, Katz, New York; George W. Brett, Katz, New York; Ernest A. Lang, WMAR (TV) Baltimore; Edward Codel, Katz, New York; Lou Simon, KPIX San Francisco; David Lundy, KLAC-TV Los Angeles.

FROM extreme left, clockwise: Robert S. Wilson, Katz, New York; William H. Bell, WHEN-TV Syracuse; T. E. Kruglak, Katz, New York; Ewell K. Jett, WMAR (TV) Baltimore; Don J. Fedderson, KLAC-TV Los Angeles; Scott Donahue, Katz, New York; David Rutledge, Katz, Dallas; Arthur J. Underwood, Katz, Detroit; U. A. Latham and Kenneth W. Church, WKRC-TV Cincinnati.

AD 'INFLUENCE'

Cited in OSU Survey

TELEVISION advertising has a "marked influence" on the purchase of specific commodities by all income groups, and advertisers should sponsor more research to discover the local impact of their sales messages.

These conclusions were reached by an Ohio State U. faculty member on the basis of a survey conducted in the Columbus area.

Dr. Kenneth Dameron, OSU commerce college faculty staffman, claims that TV is a factor "in influencing the purchase of consumer goods and especially products new and different to a given family." He recorded a 76.8% among TV families which conceded they were influenced by video advertising.

The percentages varied from 100% for upper middle income groups to 78.3% for families in the low income strata.

Other factors brought out in the study touched on (1) location of TV sets in the home and relation of set location to daytime viewing; (2) housework carried on while viewing daytime fare, and (3) possible increase in daytime viewing in relation to type of program and influence on evening televiewing.

SRT • SRT • SRT • SRT • SRT
RADIO and TV STATIONS
Profits Depend on
Efficient Personnel
Our Graduates are
Checked for . . .
Ability and Enthusiasm
Appearance and Personality
Integrity and Showmanship
Trained by . . .
Network Professionals
Trained to . . .
Do more than one job well
Understand your operational problems
Trained with . . .
Complete TV and Radio Commercial Equipment
Trained under . . .
Actual Broadcast Conditions
For Prompt Free Service
Call, Write, or Wire
DEPT. H
Personnel Division
SCHOOL of RADIO TECHNIQUE
316 West 57 St., N. Y. • PLaza 7-3212
SRT • SRT • SRT • SRT • SRT

ANIMATED AND LIVE ACTION
TV FILM SPOTS
20-Second and 1 Minute
TELESCRIPTIONS
823 VICTOR BLDG.
WASH., D. C.
Sterling 4650

N.Y. COLOR TESTS

Set March 24, Include UHF

COLOR television in the UHF as well as the VHF bands will be demonstrated as part of the next formal test of the "composite" compatible color TV system being developed through the National Television System Committee, it was learned last week.

This test is tentatively scheduled for the week of March 24 in New York, using the experimental VHF color facilities of RCA-NBC's WNBT (TV) New York and a UHF test transmitter of Allen B. DuMont Labs.

Plans for the dual compatible color tests were disclosed last week, following preliminary field tests of the NTSC-developed color system on Philco Corp's VHF facilities in Philadelphia (WPTZ) the week before.

The Philadelphia tests, it was reported, led to a postponement of approximately one month in the New York VHF tests which had been scheduled earlier for this week [B•T, Feb. 11]. The delay, it was said, was designed to permit further work to clear up certain equipment defects.

Overall, the Philadelphia tests were said to have been satisfactory. NTSC members said their prior work had shown definitely the type of transmitted signal desired for compatible color, but that in the Philadelphia tests they lacked the monitoring scheme which would show definitely that the signal being transmitted was precisely the one desired. They expect to develop a sure-fire monitoring plan within the next few weeks.

A number of different makes of receivers were used in the Philadelphia transmissions and committeemen reported that a majority received the color signal so satisfactorily that there was no doubt that the composite, compatible color system would prove successful.

FCC, which more than a year ago approved the CBS non-compatible system over RCA's compatible technique, was invited to witness the tests in Philadelphia but decided, in view of its current workload, to wait for more formal tests at which data are collected "for the record," according to NTSC representatives.

In addition to VHF color transmissions via WNBT's experimental facilities, the tests of the composite system during the week of March 24 will include color transmissions via experimental facilities which DuMont set up at 515 Madison Ave., New York, following the transfer of the DuMont-WABD (TV) New York operations from that site to the Empire State Bldg. tower.

This UHF operation is at 708-714 mc and the color tests have been conducted by DuMont and the Hazeltine Electronics Corp. for approximately five hours a day, five days a week, since late last year. Results thus far have been described as "good."

ZIV'S 'THE UNEXPECTED'

Is Sold in 43 Markets

NEWEST film series produced by Ziv Television Programs Inc., *The Unexpected*, had been sold in 43 markets, including New York and Los Angeles, by its national release date Wednesday, Ziv spokesmen said last week.

Featuring film actor Herbert Marshall as m.c.-narrator, the half-hour dramas with unexpected endings have a different cast of well known actors each week and are being produced, Ziv spokesmen indicated, at a cost of $23,500 per film. Shooting is being done in the Ziv West Coast studios from scripts by Jerry Lawrence and Robert E. Lee, Peabody award winners in 1950-51.

New York sponsor of the open-end programs is Liebmann Breweries Inc. (Rheingold beer), with broadcasts scheduled to start at 10:30 p.m., March 5, over WNBT (TV) there.

EAST-WEST RELAY

More Channels Planned

AUTHORITY to increase the video transmission facilities between Chicago and San Francisco to provide a total of five full-time TV channels—three westbound, two eastbound—was requested Tuesday by the Long Lines Dept. of AT&T in an application filed with the FCC.

Present facilities include two channels, one in each direction, between Chicago and San Francisco, with an additional west-bound channel in service between Chicago and Omaha. One of the three projected new channels, for westbound program transmission from Chicago to San Francisco, is planned to begin operating late this year (but not in time for the political conventions in July. These will be sent from Chicago to the West Coast over a single TV channel, pooled to the video networks).

The other two channels—one westbound from Omaha to San Francisco, the other eastbound from San Francisco to Chicago—are scheduled for service starting next year. The projected additions to the present intercity video program transmission facilities will involve some 6,000 channel miles of radio relay connections, the telephone company said, noting that its TV service has grown from 476 channel miles in 1946 to about 24,000 miles at present, of which roughly 10,000 miles are coaxial cable, 14,000 radio relay.

New Bolling Show

A NEW television show is being packaged by the George Bolling Co., New York, station representatives, called *Pulitzer Prize Winners Panel* and featuring a group of Pulitzer journalists discussing special and news events with guests, it was reported last week. The program is priced at $5,500 per week for the half-hour. It is being offered to advertisers and agencies.

Floating Action! for all TV Cameras

"BALANCED" TV TRIPOD

This tripod was engineered and designed expressly to meet all video camera requirements.

Previous concepts of gyro and friction type design have been discarded to achieve absolute balance, effortless operation, super-smooth tilt and pan action, dependability, ruggedness and efficiency.

Below:

3 wheel portable dolly with balanced TV Tripod mounted.

Complete 360° pan without ragged or jerky movement is accomplished with effortless control. It is impossible to get anything but perfectly smooth pan and tilt action with the "BALANCED" TV Tripod.

Quick-release pan handle adjustment locks into position desired by operator with no "play" between pan handle and tripod head. Tripod head mechanism is rust-proof, completely enclosed, never requires adjustments, cleaning or lubrication. Built-in spirit level. Telescoping extension pan handle.

Write for further particulars

FRANK C. ZUCKER
CAMERA EQUIPMENT CO.
1600 BROADWAY NEW YORK CITY

Open Mike

(Continued from page 66)

sible without the promotion supplied by our four stations. Our tobacco sale, which featured the 12 leading tobacco auctioneers of the world and every major manufacturer, was broadcast on a joint hookup by all four of these stations.

We think that you will agree that the public service rendered by the Lexington radio stations merits the attention of BROADCASTING • TELECASTING.

James M. Molloy, Chairman
Fayette County Chapter
National Foundation for Infantile Paralysis
(The March of Dimes)
Lexington, Ky.

* * *

EDITOR:

. . . Through conducting a March of Dimes auction during the month of January KVCV [Redding, Calif.] and its FM affiliate [KVRE] raised a total of $18,500, every penny of which went directly to the March of Dimes. Inasmuch as our county population is about 38,000, this represents a contribution of almost $1.25 per head. We feel that few areas can equal this record. . . .

Jack Mayne
Secretary-Manager
Chamber of Commerce
Redding, Calif.

30 Years
of
Fitting a Medium
to a Market

WSYR ACUSE
NBC AFFILIATE

Covers ALL
of the Rich
Central N.Y. Market

Write, Wire, Phone
or
Ask Headley-Reed

Flawless

EDITOR:

. . . Our engineers and announcers make daily discrepancy

reports which generally are quite routine. The other day I noticed one by Don Barber which speaks for itself. . . .

M. N. Babcock
Commercial Manager
WGBS Miami, Fla.

* * *

Say You 'Heard' It

EDITOR:

As the manager of a daytimer, I have an opportunity to shop the dial. But regardless of the network or the syndicated producer of drama programs, they have a sin in common.

Invariably their characters read their news out of the newspapers. We're doing a very good job of selling our competition. I hope some of the writers, directors and producers of our good, nighttime shows read this. Perhaps some of their characters will "hear" the news instead of waiting till the next day to "read" it.

Arden Booth
KLWN Lawrence, Kan.

* * *

Plenty to Say

EDITOR:

Many thanks from all of us for the fact-upon-fact stories and the hard-hitting editorials about radio circulation.

As to your fine editorial in the Feb. 18 issue which asks the question: "Now about radio. Did any station or network bother to tell its audience that there are 105,300,000 radio sets in America—as against the 54,000,000 total circulation of the dailies?"

You can bet that WERI had plenty to say about it. . . . WERI used the information in a news story on regular newscasts, for it certainly is legitimate news, and good news. We also are using the figures as the basis for a series of hard-hitting promotional spots which are scheduled in top time spots. . . .

Brud Warren
Promotion Director
WERI Westerly, R. I.

allied arts

FRITZ P. RICE, assistant manager of Cathode Ray Tube Div., Allen B. DuMont Labs., Clifton, N. J., promoted to manager.

ED KEMBLE, account executive, KFI Los Angeles, to Wolcott & Assoc., same city, public relations firm.

ROBERT M. MACRAE, appointed manager of new RCA regional office in Boston. Office will serve as a central location for the marketing of RCA products in New England and eastern New York north of New York City.

CECIL G. DUNN, FRANKLIN W. DANIELS and **MICHAEL J. BOLTON,** engineers associated with General Electric Co.'s Laboratory Engineering Dept., Pittsfield, Mass., awarded the Mathewson Gold Medal for outstanding achievement in the field of metallurgy. Citations were presented by the American Institute of Mining and Metallurgical Engineers at the annual banquet held last Wednesday at the Waldorf-Astoria, N. Y.

DIANE GREENE, former head of Diane Greene Assoc., N. Y., and **ZENITH GROSS,** press division director of Institute for Education by Radio, Ohio U., form Greene & Gross, New York public relations firm.

EDWARD GREENHILL, copy chief of Sterling Television Co., N.Y., named advertising manager succeeding **RICHARD CARLTON** who becomes head of new stock shot division.

JERRY HORWIN, editor of story department, CBS-TV New York, to Nat Goldstone Co., Beverly Hills, talent agency and program packager.

JACK RUSSELL, vice president of Mutual Entertainment Agency, Chicago, resigned last week to devote all his time to radio and television. Exact plans are unannounced.

WALTER T. SELSTED, assistant chief engineer of Ampex Electric Corp., is scheduled as guest speaker on "Systems for Synchronous Sound Track Recording with Unsprocketed Magnetic Tape," for the February meeting of Society of Motion Picture and Television Engineers, to be held in New York Wednesday.

JAMES SAUTER, president of USO Camp Shows Inc., named radio-TV chairman of New York City's Red Cross campaign in March.

BERNETT SCHWARTZ, formerly associated with Mayflower Industries and Weiss & Besserman Co., both New York, to sales staff of New York distributing branch, Majestic Radio and Television Div. of Wilcox-Gay Corp.

Equipment . . .

RCA TUBE DEPT., Camden, N. J., announces production of a beam power tube designed to handle 60 watts of power input at 175 mc. New tube, RCA-6146 provides large output with small driving power and relatively low plate voltage. Department also announces the RCA-17LP4 and the RCA-17QP4, two new 17-inch all glass rectangular TV picture tubes, designed to improve picture contrast and reduce reflections.

DAVEN Co., Newark, N. J., introduces new series of small resistors with values from 20,000 ohms to 2 megohms.

INSTRUMENT DIV. of Allen B. DuMont Labs., Clifton, N. J., announces new Type 322 duel beam oscillograph engineered for general purpose laboratory and industrial applications.

RCA Victor, Camden, N. J., announces new 45-rpm table phonograph featuring an 8-inch electro-dynamic speaker and continuouly variable tone control. Termed Model 45EY4, intrument plays up to 14 records without changing.

SUPERIOR ELECTRIC Co., Bristol, Conn., has released booklet (D8515) featuring complete line of standard non-interlocking types of Powerstat dimmers.

Technical . . .

GEORGE SHERMAN, chief engineer at WBBM Chicago, has transferred to CBS Radio, New York, where he will manage tape operations.

RALPH E. BROWN, engineering staff, WKNE Keene, N. H., promoted to chief engineer.

WILLIS N. GREEN, engineer, KWIE Kennewick, Wash., to KEEN San Jose, Calif., as chief engineer.

H. E. SANTOS, acting assistant transmission and development engineer of Canadian Broadcasting Corp. at engineering head-office, Montreal, named transmission and development engineer.

KGW carries the weight in the Oregon Market DAY or NIGHT

KGW PORTLAND, OREGON
on the efficient 620 frequency
AFFILIATED WITH NBC
REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

VOD WINNERS

Feted in D.C., Williamsburg

OUR young Americans, selected om more than a million high chool students as winners of the oice of Democracy Contest, reived national acclaim plus cholarships and console receivers the annual awards luncheon riday.

FCC Commissioner Paul A. Walker presided at the luncheon, ttended by prominent government nd industry officials. Awards ere presented by Sen. Margaret hase Smith (R-Me.), one of the ntest judges. Joint hosts were he three organizations sponsoring he annual drive—NARTB, Radio-elevision Mfrs. Assn. and U. S. unior Chamber of Commerce.

Tributes were paid the winners n the floor of the Senate last Monday, while the four were seated the gallery. Sen. Ed Johnson D-Col.), chairman of the Inter-ate & Foreign Commerce Com-ittee, opened the discussion and aid, "Today we have four visitors ho, in my opinion, have never been tranked by any of the visitors ho have honored us by their pres-nce."

Sen. Johnson reminded that the ur contestants represent 30,000 ublic and parochial schools. He serted in the Congressional Re-rd the winning scripts voiced Dwight Clark Jr., 18, Fort Col-ns, Col.; Thaddeus Stanislaus olkiewicz, 17, Canisius High hool, Buffalo; George A. Frilot II, 17, Jesuits' High School, New rleans; Mara Gay Masselink, 15, urlington, Iowa.

Mr. Clark has been an announc-at KCOL Fort Collins several ars, doing all types of programs. e has his own teen-ager series, *Date With Dwight*. Detailed ographies of the winners were ven on the floor by Sens. Allen Ellender (D-La.); Bourke B. ickenlooper (R-Ia.), and Irving Ives (R-N. Y.) as well as Sen. hnson.

Friday's luncheon was high spot a week-long program that in-ded a weekend visit to colonial illiamsburg, with broadcasts and ecasts. The luncheon ceremonies were broadcast by MBS and Voice of America.

FOUR NATIONAL winners of Voice of Democracy Contest received scholarships and prizes at Washington luncheon Friday. In week-long Washington-Williamsburg tour they visited Sen. Ed Johnson (D-Col.), chairman of Senate Interstate & Foreign Commerce Committee. Winners were (l to r): George Frilot III, New Orleans; Mara Gay Masselink, Burlington, Ia.; Dwight Clark Jr., Fort Collins, Thaddeus Zolkiewicz, Buffalo.

* * *

During a visit with President Truman at the Executive Offices Wednesday, Miss Masselink presented the President with an engraved plaque bearing the legend:

To Harry S. Truman, President of the United States, in appreciation of his devotion to the youth of the nation who have spoken for Democracy, gratefully presented by the winners of the Fifth Annual Voice of Democracy Competition.

Following the White House meeting, the winners delivered their winning broadcast scripts before the Illinois Methodist Ministers 1952 Seminar.

Tom C. Clark, Associate Justice, Supreme Court of the United States, served as national honorary chairman of the contest.

Robert K. Richards, NARTB public affairs director, is chairman of the Voice of Democracy Committee.

National judges of the fifth annual contest were: Joseph B. Chaplin, president, National Assn. of Secondary School Principals; Wayne Coy, Chairman, FCC; The Right Reverend Angus Dun, bishop, Episcopal Diocese of Washington; Harold E. Fellows, NARTB president; Sen. James W. Fulbright (D-Ark.); Jan Geister, winner, 1947-48 Voice of Democracy Contest; Mrs. Hiram Cole Houghton, president, General Federation of Women's Clubs; Glen McDaniel, president, Radio-Television Mfrs. Assn.; Philip Murray, president, Congress of Industrial Organizations; Seymour N. Siegel, president, National Assn. of Educational Broadcasters; Gen. Hoyt S. Vandenberg, Chief of Staff, U. S. Air Force; Sen. Smith.

Students were adjudged winners for voicing the best speeches on the subject "I Speak for Democracy," in a competition throughout the United States, District of Columbia, Alaska and Puerto Rico. The contest carries endorsement of the U. S. Office of Education. Eliminations were held at the community level, followed by selection of state winners, with final judging resulting in the four national winners.

BIRDS EYE CAMPAIGN

To Promote Fish in Lent

A MAJOR campaign is now under way to promote the sales of Birds Eye fish during Lent. The big March drive, which will include plugs on the Bert Parks CBS-TV show and on selected local participation radio programs, will be timed to coincide with the normally heavy buying of fish products during the height of the Lenten season.

Besides Birds Eye cod, haddock and ocean perch, Birds Eye French-fried potatoes will come in for special advertising support during the campaign. Birds Eye peas and lima beans also will figure in the drive. Young & Rubicam, N. Y., is the agency.

CHRISTMAS ADS

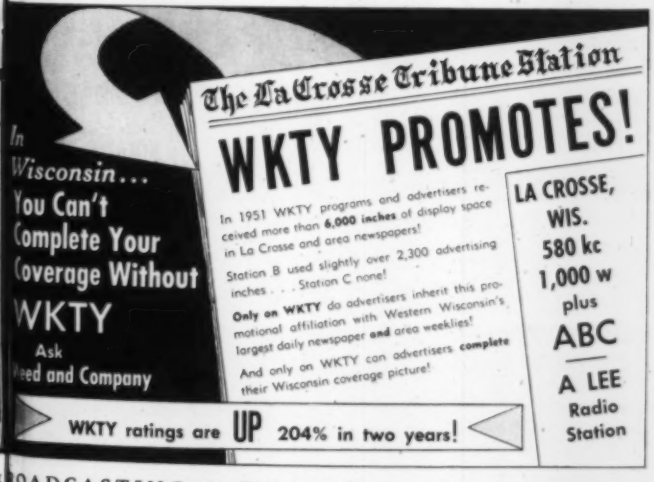
Fewer Complaints Cited

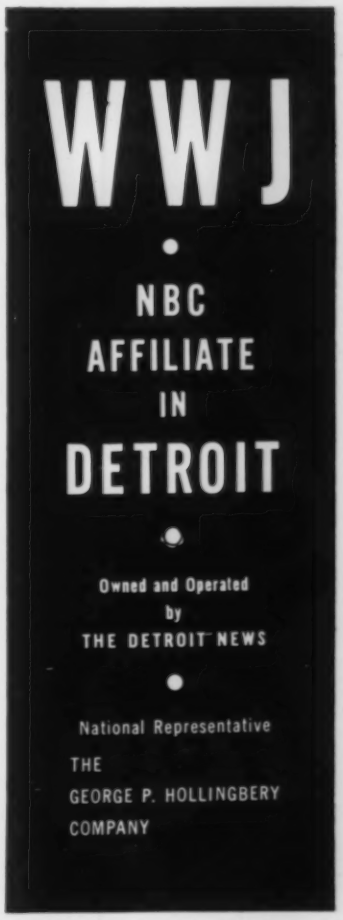
IMPROVED standards in pre-Christmas radio and television advertising were noticed by the Better Business Bureau of New York City in its annual report last week. The report considered consumer complaints caused by questionable commercials.

In previous years, complaints of misrepresentation, delayed or damaged delivery and inability to obtain cash refunds were reported to the bureau "by the hundreds" after radio and television commercials had made special pre-Christmas offers, primarily for tree ornaments and toys.

To prevent a repetition of possibly fraudulent Christmas advertising during 1951, the bureau alerted station owners and worked with them to provide information on business backgrounds and reputations of prospective advertisers. Shopping services, designed to investigate special offers, also were provided to station managers who questioned proposed advertising. Results, according to the BBB yearly report, were that consumer complaints were "greatly reduced."

Whereas numerous advertisers each had provoked scores of complaints the previous year, during 1951 there was only one radio-TV sponsor against whom as many as 10 complaints were received, it was reported.


In Wisconsin... You Can't Complete Your Coverage Without WKTY
Ask Weed and Company
The La Crosse Tribune Station
WKTY PROMOTES!
In 1951 WKTY programs and advertisers received more than 6,000 inches of display space in La Crosse and area newspapers!
Station B used slightly over 2,300 advertising inches . . . Station C none!
Only on WKTY do advertisers inherit this promotional affiliation with Western Wisconsin's largest daily newspaper and area weeklies!
And only on WKTY can advertisers complete their Wisconsin coverage picture!
LA CROSSE, WIS.
580 kc
1,000 w
plus
ABC
A LEE Radio Station
WKTY ratings are UP 204% in two years!



TAX RELIEF

DPA Modifies Provisions

A REVISED procedure governing rapid tax writeoffs for new or expanded plant construction contemplated by electronics and other manufacturers has been laid down by the government.

Regulations for issuance of tax certificates have been modified by the Defense Production Administration to require manufacturers to obtain construction clearance before they start building or expansion. Certain "pre-certification" provisions will apply to all construction started after March 1.

The electronics industry, as one of the bulwarks of defense production, registered $165 million worth of tax writeoffs up to last Dec. 1. For those who took advantage of this amortization, the revised regulation will mean new procedures to follow. For others who expanded their facilities without benefit of certificates, clearance on future construction will be necessary.

Tax regulations have no tangible effect on radio-TV broadcasters who intend to build or remodel facilities. They are not eligible for benefits.

"The increasingly tight supply of critical materials," according to James F. King, DPA deputy administrator, "has necessitated making a much closer examination of new industrial expansions by DPA, particularly where accelerated tax amortization is requested. Furthermore, examination of these expansion projects before construction begins is the surest method by which the tax amortization program can be properly used to carry out plant dispersion manpower and anti-monopoly policies."

Under new regulations DPA will make certain predeterminations as to (1) the shortage of facilities and (2) essentiality of the product involved.

These predeterminations, DPA said, will mean decisions prior to the beginning of certain construction or installations costing $100,000 after March 1. Commencement of any projects before issuance of tax writeoffs will bar a manufacturer from receiving the benefits. Projects under $100,000 may be started without DPA clearance.

Other factors to be taken into consideration include type of business, amount of materials, product involved, extent of risk assumed and compliance with dispersion and manpower policies of the government.

Newsprint Aid

OVER 800 of the nearly 10,000 county newspaper weeklies in the U. S. will be able to continue publication this year because of the efforts of 15 large dailies, NPA reported. Larger publishers were induced by the agency to divert amounts of newsprint to smaller publications to avert suspension of their operations. NPA's action in this crisis was praised by the National Editorial Assn. of weekly newspapers.

NATIONAL NIELSEN RATINGS
TOP RADIO PROGRAMS

(Total U. S. Area, Including Small-Town, Farm and Urban Homes and including Telephone and Non-Telephone Homes)
REGULAR WEEK, JANUARY 6-12, 1952
NIELSEN-RATING*

Current Rank	Program	Current Rating Homes %
Evening, Once-a-Week		
	(Average for all Programs)	(7.6)
1	Amos 'n' Andy (CBS)	17.0
2	Jack Benny (CBS)	16.2
3	Lux Radio Theatre (CBS)	15.0
4	Charlie McCarthy Show (CBS)	14.7
5	Walter Winchell (ABC)	12.8
6	Our Miss Brooks (CBS)	11.8
7	Mr. and Mrs. North (CBS)	11.5
8	Suspense (CBS)	11.3
9	People Are Funny (CBS)	11.1
10	Dragnet (NBC)	11.0
Evening, Multi-Weekly		
	(Average for all Programs)	(4.9)
1	Beulah (CBS)	8.4
2	Lone Ranger (ABC)	7.7
3	One Man's Family (NBC)	7.3
Weekday (Average for all Programs)		(4.6)
1	Arthur Godfrey (Liggett & Myers) (CBS)	8.8
2	Romance of Helen Trent (CBS)	8.4
3	Our Gal, Sunday (CBS)	7.6
4	Perry Mason (CBS)	7.2
5	Arthur Godfrey (Nabisco) (CBS)	7.1
6	Aunt Jenny (CBS)	7.1
7	Guiding Light (CBS)	7.0
8	Ma Perkins (CBS)	7.0
9	Arthur Godfrey (Pillsbury) (CBS)	7.0
10	Pepper Young's Family (NBC)	7.0
Day, Sunday (Average for all Programs)		(3.2)
1	True Detective Mysteries (MBS)	8.4
2	The Shadow (MBS)	7.6
3	Martin Kane, Private Eye (NBC)	6.2
Day, Saturday		
	(Average for all Programs)	(4.0)
1	Grand Central Station (CBS)	7.5
2	Theatre of Today (CBS)	7.0
3	It Happens Every Day (CBS)	6.9

NOTE: Number of homes is obtained by applying the "Nielsen-Rating" (%) to 42,800,000—the 1952 estimate of Total United States Radio Homes.
(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For 5-minute programs, Average Audience Basis is used.
Copyright 1952 by A. C. Nielsen Co.

OPS SERIES HIT

GOP Complains on Bill

SEGMENTS of OPS' anti-inflation campaign involving the services of radio, TV and other talent enlisted for a series of radio programs were under GOP fire on Capitol Hill last week.

The attack was led by Sen. Styles Bridges (R-N. H.), Senate minority leader, and Sen. Homer Ferguson (R-Mich.), who questioned the propriety of such a campaign on the grounds that it would constitute advocacy of price controls. Current control law expires June 30, it was noted.

The radio series was announced by OPS a fortnight ago. The programs, *Stars for Defense*, will be made available without charge to radio stations throughout the country desiring to use them [B•T, Feb. 18].

Citing the nation's inflated budget, Sen. Bridges described these plans as "a new low in the activities of OPS" and charged that the agency is utilizing "the services of movie stars from Hollywood and fan dancers to popularize the OPS." He promised to take the matter up in OPS budget hearings and with Price Stabilizer Ellis Arnall.

The Senate Minority Leader also quoted on the floor a newspaper account of the proposed radio series. A *Chicago Tribune* article noted that "because the FCC regulations required the nation's radio stations to devote a certain percentage of their broadcast period to public service programs, the OPS propaganda shows have been widely used so far by radio stations . . . The theme, 'Fight inflation with price controls,' has been interpreted as a public-service topic . . . "

Sen. Ferguson told Senate colleagues he felt it "improper for any bureau to use federal funds for the re-enactment of any Act, whether it be good or bad."

OPS officials vigorously denied that any fan dancers were involved in the anti-inflation media program. They pointed out that some Hollywood and New York radio celebrities have donated their service for transcriptions to explain the need for controls.

Strictly Business

(Continued from page 11)

ordinator of television and ra... in Chicago, Mr. Bagge and h... services were allocated to L... when the division split took pl... about two years ago. He n... handles seven top agencies in Chi... cago as well as the agencies in Kansas City and St. Louis.

He and his wife, the form... Harriet Anderson of Chicag... spend much time in their fro... garden. Married 16 years, th... have three sons, 12-year-old Bru... and 7-year-old twins, Kendall an... Keith. For reasons unknown ev... to their Norwegian parents, bu... children bear Scotch names.

Mr. Bagge, in addition to blow... ing fuses, spends much time in... his workshop on various projects... including repairing antique gun... He has a large collection in hi... den and among the oldest is a... ladies' derringer, circa 1780, wit... a swing barrel.

He is a member of the Nor... wegian Club, Northwestern U... Club of Chicago, the Press Clu... and the Radio Management Club.

Lane Appointed

THOMAS H. LANE, vice president in charge of radio and television, McCann-Erickson, New York, has been named chairman of national radio and television committee for the American Cancer Society's 1952 cancer crusade.

Stanford U. Meet

FIFTH annual meeting will be held by Western Radio and Television Conference in San Francisco at Stanford U., Feb. 28, 29 and March 1. Lectures and discussions will concern relationship of radio and TV with education.

BOARD of directors of Magnavox Co., Fort Wayne, Ind., has declared quarterly dividend of 37½¢ a share on company's common stock and regular quarterly dividend of 25¢ a share on Class A preferred stock.

NORTHEASTERN PENNSYLVANIA'S
POWERFUL 5000 WATT STATION
WILK
Wilkes-Barre, Pa.
Your Best Radio Buy In
PENNSYLVANIA'S 3RD LARGEST MARKET
980 Kilocycles • AM-FM
5000W (d) 1000W (n)
ABC Affiliate
NATIONAL REPRESENTATIVE
AVERY-KNODEL, INC.
608 FIFTH AVE., NEW YORK 20, N. Y.

GATES QUINCY, ILLINOIS
Your ONE SOURCE Supply for ALL Broadcasting Equipment NEEDS
THESE OFFICES TO SERVE YOU
QUINCY, ILL. . . . . TEL. 8202
HOUSTON, TEXAS . . . . . TEL. ATWOOD 8536
WASHINGTON, D. C. . . . TEL. METROPOLITAN 0522
MONTREAL, QUE. . . . . TEL. ATLANTIC 9441
NEW YORK CITY . . . . . TEL. MURRAY HILL 9-0200

CONVENTIONS

Final Details Studied

ST factor involving the installion of certain working facilities the radio-TV networks at the tional conventions this summer ll be thrashed out at an industry eeting this Wednesday.

The question of whether the netrks should shoulder the burden costs as recommended by the emocratic and Republican Naonal Committees emerges as perps the only stumbling block to mplete agreement between the oadcast industry and political rty officials.

Despite the present impasse, the nsensus in industry and political rcles was that an understanding uld be reached to the satisfaction both sides. The national party roups have hinged acceptance of nsored coverage of the two conentions on the principle that the tworks should sustain installaon costs.

A code prescribing certain andards of practice which the netrks must meet also hangs fire, ough the cost issue is not a direct ctor here [B•T, Feb. 11].

This year's conventions pose new oblems, it is conceded. In preous campaigns the parties supied and constructed working ace and studio facilities for oadcasters on a comparable basis ith other media.

Both committees take the stand at networks stand to profit by lling coverage and printed media fer no comparable problems relatg to studio facilities.

From a practical standpoint, inustry does not contest this argument. Most of the radio-TV netrks figure to sell coverage. But e networks point out that, eoretically at least, this would rk a hardship for any network ich failed to sell its coverage d had to carry convention proedings sustaining as public rvice.

It also is the networks' contenon that since space and facilities e given to press associations, wspapers and other groups like Western Union they should be made available free to radio and TV broadcasters.

The national committees reportedly reject this argument throughout. Other costs for competing media are nominal, they explain, and printed copy is not followed with paid advertisements.

Both committees are now weighing network space requirements against available footage in the International Amphitheatre, Chicago—convention site for the Republicans beginning July 7 and the Democrats July 21. They will consult with networks shortly. Network facility planning is being coordinated by Thomas Velotta, ABC vice president in charge of public events.

RWG GETS STRIKE RIGHT

But Not Considering Action

AN "enabling motion" to strike when ready was granted Radio Writers Guild by its parent body, Authors League of America, at last council meeting of latter group, should RWG need to employ it in current attempts to negotiate new contracts for staff writers with major networks.

RWG seeks parity for writers in Los Angeles and Chicago, who, they contend, are doing same work as New Yorkers but getting less pay for it. Union also seeks national contracts, rather than the purely local pacts previously signed with broadcasters, and commercial pools to benefit writers on non-sponsored news programs. Negotiations with the networks recently were stopped but not broken off, when broadcasters refused to recognize the union requests.

It was understood late last week that RWG, even though equipped with the enabling motion, is not seriously considering a strike.

Burn Returns

COL. WALTER P. BURN, cartographer for the broadcast industry, has returned from a tour of West European capitals. Col. Burn is well known for his work on the annual BROADCASTING • TELECASTING map and for the creation of over 400 individual station maps and numerous network and market studies. His tour included visits to Paris, Amsterdam, Brussels, Frankfort, Heidelberg, Zurich Venice and Trieste.

Miss Schaefer Promoted

WINIFRED SCHAEFER, supervisor of publicity for WNBC-AM-FM New York, has been promoted to advertising and promotion department of the station, General Manager Ted Cott announced Thursday. Assuming her new position today (Monday), Miss Schaefer will be in charge of audience promotion and also will be assigned to special projects. She is being succeeded as supervisor of publicity by Philip Dean, who has been handling exploitation for the NBC Network Press Dept.

N. Y. DEFENSE

Stations Expand Time

SKYWAVE monitoring system, in which at least one major station in each defense area has been asked to stay on air all night, caused some schedule reshuffling in New York last week as more stations announced plans to meet around-the-clock needs for civilian defense.

Monitoring system, requested by FCC of 50 kw stations [B•T, Feb. 4], had already been met by WNEW, which has broadcast music and news 24 hours daily for years. WOR joined the all-night lineup Monday by airing *The Jack O'Reilly Show*, a disc jockey program, from 1-5:30 a.m. Mondays only, thus filling New York airwaves at only time WNBC's recently instituted all-night classical music series is not broadcast. WJZ, usually silent between 4-5:45 a.m., also announced last week that 24-hour broadcasting would begin March 7. WCBS, at week's end, was still operating with a 1:05 a.m. signoff. No other New York stations were affected by the FCC suggestion.

Although civilian defense officials, during an emergency, can order all stations off the air and designate one to continue broadcasting directives to the populace, skywave monitoring was identified as a necessary precaution to assure that at least one major station would always be in operation and available for emergency use.

ABC SESSION

Set Before NARTB Meet

A MEETING of ABC's Stations Advisory Committee with top officials of the network will be held in Chicago on March 30 preceding the opening of the annual convention of NARTB, officials announced last week.

ABC President Robert E. Kintner will head the network's delegation at both the convention and the SAC meeting. The latter will be held at the Ambassador East Hotel. ABC's convention headquarters will be in the Hotel Conrad Hilton, convention site.

Network officials slated to be on hand for the SAC session include Ernest Lee Jahncke Jr., vice president for the radio network, and William Wylie, director of the radio stations department. SAC members scheduled to attend:

Roger W. Clipp, WFIL Philadelphia, representing Dist. 1; J. P. Williams, WING Dayton, Dist. 2: Verl Bratton, WKTY La Crosse, Wis., Dist. 3; T. B. Lanford, KRMD Shreveport, Dist. 4; Harold V. Hough, WBAP Fort Worth, Dist. 5; Frank C. Carman, KUTA Salt Lake City, Dist 6; J. Archie Morton, KJR Seattle, Dist. 7; and James W. Hicks, WCOS Columbia, S. C., Dist. 8.

For the March 31-April 3 NARTB convention, other ABC executives slated to attend are Alexander Stronach Jr., vice president for the television network; Leonard Reeg, vice president in charge of radio programs, and Richard B. Rawls, manager of the television stations department. ABC also will be represented by James A. Mahoney, Ralph Hatcher and Earl Mullin, radio station department; and Joseph Merkle, Donald S. Shaw Jr. and Matthew Boylan, television stations department.

WIDE BLANKET COVERAGE,
CONCENTRATED AUDIENCE,
BEST PROGRAM FACILITIES,
AND NOW—
5000 WATT OUTPUT!
JOS. WEED & CO.
350 Madison Ave., New York,
Can Tell You More About
CHNS
HALIFAX NOVA SCOTIA

RADIO TOTALS IN OTHER COUNTRIES

-U.S. Is Shown as Leading Set Supplier

GREAT BRITAIN has a total of 12.6 million radio receivers compared to 13.5 million households, while France has a total of 8.8 million sets and 12.5 million households, according to a study of foreign radio set ownership and set exports compiled by the National Production Authority. The U.S. is leading exporter of receivers, the report indicated.

Only a very few countries indicated more sets in use than households. These included: Canada, 3.6 million sets, 3.35 million households; Denmark, 1.3 million sets, 1.2 million households; Norway, 951,000 sets, 850,000 households; Tangier, 40-50,000 sets, 35-40,000 households; Union of South Africa, 600,000 sets, 597,000 households; Australia, 2.3 million sets, 2 million households, and New Zealand, 507,000 sets, 495,000 households.

Exports of radio receiving sets from the United States from January-September 1951 amounted to $41,339,095, approximately a 103% increase over the $20,406,183 reported for the first nine months of 1950.

These figures were released in a foreign radio survey by Mrs. E. S. Little of the Foreign Section, Electronics Div. of NPA. The survey covered 96 countries and reportedly includes the latest information on sets in use in relation to the number of households.

The U. S. was indicated more frequently than any other country as the principal source of supply (57 countries supplied this information), the report stated, adding that the U. S. is chief supplies for 39 countries.

Second in supplying sets (home, auto and portable) is the United Kingdom, which was listed as chief supplier in 14 countries. Others were listed as, The Netherlands, 9; France, 5, and Belgium-Luxembourg, 1.

The following table gives set totals as compared to number of households as of 1951 or 1950 except for Peru, Spain and Burma where 1949 figures are listed, and China, where the latest tabulation is for 1948.

Country	Number of Sets in use	Number of households
WESTERN HEMISPHERE		
Argentina	3,000,000	5,000,000
Bahamas	4,540 T	20,000
	4,040 L	
	500 U	
Bermuda	15,900	n.a.
Bolivia	65,000	n.a.
Brazil	3,500,000	n.a.
Br. Guiana	20,085 T	n.a.
	10,085 L	
	10,000 U	
Br. Honduras	1,354	17,780
B. W. I., Trinidad & Tobago	18,602 T	77,500
	17,102 L	
	1,500 U	
Canada	3,600,000	3,351,900
Chile	550,000	1,066,580
Colombia	450,000	n.a.
Costa Rica	34,550	n.a.
Cuba	575,000	n.a.
Dominican Rep.	35,000	n.a.
Ecuador	45,000	n.a.
El Salvador	25,000	n.a.
Fr. West Indies	7,758 T	145,000
	5,358 L	
	2,400 U	
Guatemala	61,200 T	448,126
	31,150 L	
	30,050 U	
Haiti	9,683 T	518,000
	3,683 L	
	6,000 U	
Honduras	10,550	n.a.
Iceland	42,000	35,000
Jamaica	10,127	n.a.
Mexico	1,325,000	5,242,000
Netherlands Antilles	26,087 T	31,900
	9,787 L	
	16,300 U	
Nicaragua	15,286	n.a.
Panama	85,900	196,686
Paraguay	36,500	n.a.
Peru	150,000	n.a.
Uruguay	300,000	588,800
Venezuela	200,000	1,000,000
EUROPE		
Austria	1,378,350	1,950,000
Belgium	1,754,441	3,000,000
Bulgaria	50-70,000	
Czechoslovakia	2,360,000	n.a.
Denmark	1,326,570 T	1,217,354
	1,206,570 L	
	120,000 U	
Eire	323,042 T	700,000
	314,042 L	
	9,000 U	
Finland	794,715 T	1,580,000
	744,715 L	
	50,000 U	
France	8,753,976 T	12,500,000
	7,003,976 L	
	1,750,000 U	
German Fed Rep.	9,703,321 T	15,300,000
	9,628,321 L	
	75,000 U	
Gibraltar	4,406	5,000
Greece	205,000	1,525,000
Hungary	702,000 T	2,250,000
	700,000 L	
	2,000 U	
Italy	3,509,320	11,000,000
Luxembourg	66,112 T	80,242
	60,612 L	
	5,500 U	
Malta & Gozo	12,550	85,058
Netherlands	1,721,650 T	2,250,000
	1,571,650 L	
	150,000 U	
Norway	950,851 T	850,000
	805,851 L	
	145,000 U	
Poland	1,000,000	n.a.
Portugal*	374,035 T	1,811,645
	249,035 L	
	125,000 U	
Rumania	382,000 T	4,218,667
	381,000 L	
	1,000 U	
Spain	1,205,000 L	
	555,000 U	
	650,000 T	
Sweden	3,187,170 T	n.a.
	2,187,170 L	
	1,000,000 U	
Switzerland	1,146,710	1,250,000
United Kingdom	12,603,036 T	13,500,000
	11,603,036 L	
	1,000,000 U	
Yugoslavia	294,900	3,250,000
AFRICA		
Algeria	241,000 T	2,200,000
	210,000 L	
	31,000 U	
Angola	11,308	16,000
Belgian Congo	15,028 T	n.a.
	6,028 L	
	9,000 U	
Canary Islands	12,290	n.a.
	30,000	
Egypt	275,147 T	4,000,000
	215,147 L	
	60,000 U	
Ethiopia	n.a.	n.a.
French Morocco	165-170,000	n.a.
Fr. West Africa	29,000 T	65,000
	8,000 L	
	21,000 U	
Gold Coast	2,214 T	n.a.
Br. W. Africa	2,014 L	
	200 U	
Madagascar	10,500	n.a.
Mozambique	9,798 T	24,060
	7,498 L	(Non-native)
	2,300 U	
Nigeria	3,751	n.a.
Southern	24,274 T	38,000
	145 U	
Rhodesia	24,129 L	(Non-native)
Tangier	40-50,000	35-40,000
Tunisia	70,196	380,000
Union of So. Africa	600,000	597,157
ASIA		
Aden	1,376 T	
	776 L	
	600 U	
Afghanistan	20,000 T	
	11,000 L	
	9,000 U	
Australia	2,250,334 T	
	2,230,334 L	
	20,000 U	
Burma	35,500 T	
	10,500 L	
	25,000	
Ceylon	45,101 T	
	42,101 L	
	3,000 U	
China	900,000	
Cyprus	15,305	
Fr. Indo-China	41,356 T	
	16,356 L	
	25,000 U	
Hong Kong	52,663 T	
	42,663 L	
	10,000 U	
India	574,210	
Indonesia	150-300,000	
Iran	131,050	
Fed. Malaya	51,620 T	
	46,620 L	
	5,000 U	
Iraq	60,000 T	
	40,000 L	
	20,000 U	
Japan	9,519,549 T	
	9,219,549 L	
	300,000 U	
Korea	245,000 T	
	170,000 L	
	75,000 U	
Lebanon	60,000	
New Zealand	507,400 T	
	497,400 L	
	10,000 U	
Pakistan	71,360 T	
	70,531 L	
	829 U	
Philippines	211,694 T	
	158,771 L	
	52,923 U	
Saudi Arabia	5,000	
Singapore	30,623 T	
	27,623 L	
	3,000 U	
Syria	41,500 T	
	33,000 L	
	8,000 U	
Thailand	79,882	
Turkey	414,000 T	
	410,000 L	
	4,000 U	

L—Licensed
U—Unlicensed
T—Total
n.a.—Not available
*—Includes Madeira and Azores.

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

Them that has... **GITS!**

There's an *extra punch* in your advertising dollar on WDBJ! To demonstrate, look at these Promotion figures for the Fall Campaign (Oct. 14-Dec. 31):

Newspaper Ad Lineage.....	25,746
Newspaper Publicity Lineage.	5,070
Announcements and Trailers.	2,505
Downtown Display Windows.	13

Plus "Drug Briefs" and "Grocery Briefs" monthly to the drug and grocery retailers, dealer cards, letters and miscellaneous services on specific special occasions!

WDBJ Established 1924 • CBS Since 1929
AM • 5000 WATTS • 960 KC
FM • 41.000 WATTS • 94.9 MC
ROANOKE, VA.
Owned and Operated by the TIMES-WORLD CORPORATION
FREE & PETERS, INC., National Representatives

FARM RESEARCH

KEX Surveys Dairymen

OVER 57% of dairymen polled in western Oregon and Washington have radios in their barns and over half the house radios on farms are in use before 7 a.m., according to a "Farm Opinion Research" survey conducted by KEX Portland.

Questionnaires were mailed to 900 dairymen requesting information on radio listening and farm work habits. Station received 16% return covering every county in western Oregon and five counties in western Washington over a 400 mile area.

Other results: (1) Over 90% of the dairymen are up before 6:30 a.m.; (2) 70% of the farms start milking before 6:30 a.m.; (3) 24% tune to KEX for morning listening.

ARE YOU BROADCASTING Esther Van Wagoner Tufty NEWS SCRIPT?
"just a dollar"
TUFTY NEWS BUREAU
National Press Building
WASHINGTON, D. C.

LEE ESTATE

Legal Fees Requested

AUTHORITY to pay $260,288 in extraordinary legal fees from $12½ million estate left by the late Thomas S. Lee was requested by Los Angeles Public Administrator Ben H. Brown when he filed his third accounting of stewardship in Superior Court last Monday.

In charge of the estate following death of the former owner of Don Lee Broadcasting System on Jan. 13, 1950, Mr. Brown asked authority to pay his own legal advisors, headed by County Counsel Harold W. Kennedy, $40,000, this to go into the county treasury. Another fee of $45,000 was requested for Walter L. Nossaman and Joseph D. Brady, associated with the county counsel's office in legal problems arising from administration.

A $50,563 fee is asked for Raymond G. Wright, Seattle attorney. He represented R. D. Merrill, Seattle lumberman and uncle-by-marriage of Tommy Lee, who received the entire $12½ million estate under a 1934 will to divide as he saw fit.

Mr. Brown further requested permission to pay two law firms, Robert P. Jennings & Frank B. Belcher and Alfred Wright & LeRoy A. Garrett, a total of $124,725. Messers. Wright and Garrett originally represented Mrs. Nora A. Patee, maternal aunt of Mr. Lee, in her contest of the will which was recently settled.

Permission also was asked by Mr. Brown to take $40,000 for his own office in extraordinary fees. This sum is to go into the county treasury. Request for authority to pay $30,500 to several auditors, tax counselors and investment counselors employed by estate is made.

Accounting disclosed that the public administrator still has in his possession for later distribution $6,329,203, mostly in cash.

KBIG Avalon, Calif., is incorporating policy of 2% cash discount for immediate payment of bills into rate structure, recommended by both American Assn. of Advertising Agencies and Southern California Adv. Agencies Assn. Station is fourth in Los Angeles County to adopt policy.

New Business

(Continued from page 16)

Chicago, to handle advertising for its Trim Tred women's line, product of Roberts, Johnson & Rand Div.

LIQUINET Corp., Chicago (hair preparation), names Arthur R. Mogge Agency same city. **EDWARD J. LUNDIS** is account executive.

MILADY FOODS Co., Brooklyn, N. Y. (frozen foods), appoints Kastor, Farrell, Chesley & Clifford, N. Y.

TUMBLE-TWIST MILLS Inc., Easley, S. C. (cotton floor covering), appoints Henderson Adv., Greenville, S. C.

La CROSSE BREWERIES, La Crosse, Wis., names H. M. Gross Adv., Chicago.

LIQUID VENEER Corp., Buffalo, N. Y., appoints Ellis Adv., same city to direct advertising of its new product, Kleensweet, a household deodorizer, and Little Pete, a dispenser attachment. **MAXWELL E. ELLIS** is the account executive.

NUCLEAR RESEARCH Corp., Phila., has appointed Lavenson Bureau, same city.

KEYSTONE PRODUCTS Co., Union City, N. J., has appointed W. H. Watt Adv., Upper Darby, Pa.

GENERAL COPPER & BRASS Co., Phila., to Ullman Organization. **J. MACK NEVERGOLE**, vice president of Ullman, will handle account.

FLOATING VOA

Ceremonies Postponed

CEREMONIES planned for the dedication of the Coast Guard *Courier* as America's first seagoing radio-armed vessel yesterday (Sunday) were postponed because of technical difficulties.

The dedication was to have been held in Washington, D. C., in connection with the Voice of America's 10th anniversary today (Monday). President Truman and members of Congress and various government agencies and departments were to have attended (B•T, Feb. 18).

A technical disruption, requiring replacement of a major piece of equipment in the transmitter-laden vessel, led to the postponement. The trouble arose after the *Courier* was commissioned Feb. 8. Thus, the ship was unable to proceed to Washington on schedule. Ceremonies will be rescheduled sometime after March 1, it was explained by the State Dept.

Attending the commissioning exercises, along with members of Congress, were Howland Sargeant, newly-appointed Assistant Secretary of State for Public Affairs; Edward W. Barrett, who retired from that post; Dr. Wilson Compton, administrator, International Information Administration; and George Herrick, chief engineer for the Voice of America.

The ship, to be equipped with 150 kw medium wave and 35 kw short wave transmitters, will depart on a shakedown cruise after the Washington ceremonies.

BLACKLISTING

Not FCC's Province—Coy

ALTHOUGH FCC Chairman Wayne Coy told the Authors League of America that an FCC hearing on the blacklisting of performers and writers was "not properly the subject for a general hearing of the Commission" [B•T, Feb. 18] he did invite "specific information which might establish that a licensee has surrendered responsibility for the operation of his station.

"You may therefore desire," he concluded his Feb. 8 letter to Rex Stout, ALA president, "to bring any fact which you may have relating to specific stations and licensees to the attention of the Commission, so that it can be ascertained whether any matters within the jurisdiction of the Commission are involved." These would be considered at station license renewal time, he indicated.

Mr. Coy's response was to a request from the ALA for a hearing on the subject of blacklisting [B•T, Feb. 4]. It followed the dropping of Philip Loeb from the cast of *The Goldbergs* television program said to stem from Mr. Loeb's listing in *Red Channels* [B•T, Jan. 28].

BUILDING has started for one-story transmitter house for new 1 kw French-language station at Saskatoon, owned by Radio-Prairies-Nord Ltd. Building will cost about $40,000.

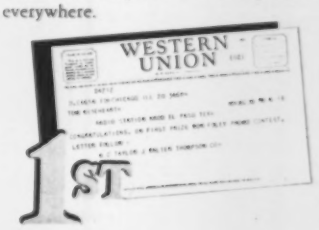
ON SUNDAY IN CINCINNATI
THEY LISTEN TO NEWS & MUSIC
→ *See Centerspread This Issue* ←
ON THE AIR EVERYWHERE 24 HOURS A DAY
50,000 WATTS
OF
SELLING POWER
WCKY CINCINNATI

KROD, El Paso
WINS TWO
1951 AWARDS

FOR OUTSTANDING SPONSOR PROMOTION AND MERCHANDISING.

Nutrena AWARD

KROD won the first Nutrena Mail Pull Contest in competition with top stations everywhere.



Red Foley AWARD

KROD also won first prize among the 50 stations carrying the "Red" Foley Show for Jewel Shortening. The prize was awarded for the best job of promotion. These awards prove that KROD "gets the job done." It can do it for YOU too.

KROD USES THESE DEALER-AIDS

- Billboards
- Dealer letters
- Courtesy announcements
- Newspaper ads
- Dealer calls
- Posters
- Car and bus cards

CBS RADIO NETWORK IN EL PASO
KROD
600 KC 5,000 WATTS

RODERICK BROADCASTING Corp.
DORRANCE D. RODERICK
Chairman of the Board
VAL LAWRENCE
President and Gen. Mgr.

REPRESENTED NATIONALLY BY THE O. L. TAYLOR COMPANY

NEW WBS SERIES

Raymond Massey Signed

WORLD Broadcasting System, New York, producer of transcribed library features, last week announced signing of actor Raymond Massey to star in World's devotional radio services, *Chapel by the Side of the Road.*

Series, which will be released March 24 as a 15-minute daily series for local sponsorship, will feature a Bible reading and "thought for the day" by Mr. Massey, as well as hymns by the Chapel Singers and organ solos by Wilson Ames and James Peterson.

Before the release date, World's 875 affiliates will be supplied with complete client presentation kits including promotional material and auditon discs. Series will be furnished to stations as part of their regular weekly service. Signing of Mr. Massey follows World's recent announcement that transcribed *Go-to-Church* messages by 10 of the nation's leading spiritual leaders have been distributed to WBS affiliated stations.

Kittrell to Katz

DAVID KITTRELL, director of media research for Crook Adv., Dallas, for 3½ years, has joined The Katz Agency, national station representative, as a member of the sales staff of the Dallas office.

1876 Frederick I. Thompson 1952

FORMER FCC Comr. Frederick Ingate Thompson, 76, died last week in Mobile, Ala., after a long illness. He served on the FCC from April 1939 to June 1941, being appointed by the late President Roosevelt to succeed Comr. Eugene O. Sykes who resigned.

Mr. Thompson was publisher and owner of the *Mobile Register* from 1909 to 1932, publisher of the old *Birmingham Age-Herald* and the *Montgomery Journal.* He was a director of the Associated Press for 10 years. Before his appointment to the FCC, Mr. Thompson was a member of the Alabama State Docks Commission, the U. S. Advisory Board of Public Works, and during the 1920s a commissioner of the U. S. Shipping Board.

During his newspaper publishing days, Mr. Thompson gained national attention as a fighter against the Ku Klux Klan, then in its heyday. He also fought against the use of convicts for private gain. He campaigned vigorously for the construction of port facilities for Mobile. Mr. Thompson retired from the newspaper business about 10 years ago.

WGY OPEN HOUSE

Sets Off Celebration

WGY Schenectady started a week-long celebration of its 30th anniversary last Monday with a station open house [B•T, Feb. 18].

In spite of a 16-inch snowfall which had closed schools in the area, 20 guests were waiting at the doors when WGY opened at 5:45 a.m. and about 500 more visitors arrived within the next several hours, officials reported.

One couple among the early arrivals brought along the radio set they had used to receive the first WGY broadcast, Feb. 20, 1922. They said that during the debut program, they had put the earphones of their radio to the mouthpiece of their telephone so the local telephone operator could plug in every phone in the local exchange, thus transmitting the program to all village residents via a party line. The radio-telephone hookup made, the visitors contended, the first WGY program a network broadcast.

Coyle Moves to C-E

M. PATRICK COYLE, director of product and style research, Opinion Research Corp., Princeton, N.J., has joined Campbell-Ewald, Detroit, as vice president in charge of research marketing and merchandising.

Four Join NARTB

FOUR radio stations applied last week for active membership in NARTB. They were KCRS Midland, Tex.; KXOA Sacramento, Calif.; WKTY LaCrosse, Wis., and WVOK Birmingham, Ala. William L. Stubblefield, NARTB station relations director, and William K. Treynor, assistant director, returned last week to NARTB headquarters after tours through the West, Southwest and South. AM membership of NARTB is now around the 970 mark. [B•T, Feb. 18, 4].

STORM SERVICE

Radio Gives Coverage

RADIO went all out in its effort to cover the news and render service during the snow storm which swept the New England area Feb. 17-18, according to reports received by BROADCASTING • TELECASTING.

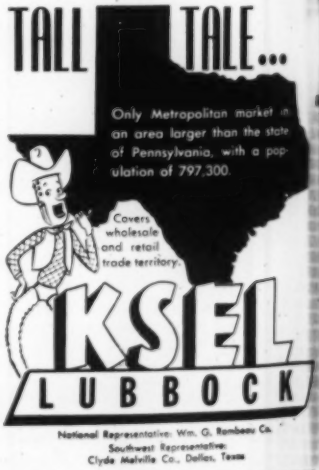
WLAM Lewiston, Me., broadcast the *Blizzard Buster Special* throughout its 18-hour schedule with emergency announcements and news of the 25 inch snowfall there. Station's public service achievement was appreciated most by older listeners who drew comparisons from radio-less days of 1921 and 1888, the last blizzard years in the area.

Commercial and sustaining network programs as well as those produced locally were cancelled by WCOU-AM-FM Lewiston, Me., to devote the full broadcast day to assisting in the emergency. Approximately 2,500 calls for help were reportedly received at the station. Remote broadcasts from the city's police and fire departments kept the public informed on storm happenings.

Through its affiliate, WOCB Hyannis, Mass., the Yankee Network in New England aired an exclusive broadcast of on-the-spot interviews with survivors of the crew from the tanker *Pendleton*, one of two ships broken in two off Chatham, Mass., during the blizzard. Program was broadcast 4:30-5 p.m. Feb. 19 shortly after the rescue had taken place.

News of the sea tragedy was reported by WLYN Lynn, Mass., throughout the afternoon of Feb. 18 beginning with the announcement of a distress signal from the *SS Fort Mercer*, which Clarence Burnham, station engineer, picked up on his own set. Mr. Burnham also was able to pick up Coast Guard reports on rescue operations which he immediately relayed for broadcast.

NBC radio *The Halls of Ivy* salutes college president each week as means of public appreciation for work done by these men and women. Program deals with the problems facing a college professor.


TALL TALE...
Only Metropolitan market in an area larger than the state of Pennsylvania, with a population of 797,300.
Covers wholesale and retail trade territory.
KSEL
LUBBOCK
National Representative: Wm. G. Rambeau Co.
Southwest Representative: Clyde Melville Co., Dallas, Texas

00,000 Since 1939

FOR sponsoring over 100,000 radio and TV news programs and for other civic contributions, Nate S. Shapero, president-board chairman, Cunningham's Drug Stores Inc., has been presented a testimonial resolution by the Detroit Common Council. Since 1939, over 100,000 Cunningham news programs have been broadcast over WXYZ Detroit and, in the past few years, the company has sponsored additional newscasts over WJBK - TV Detroit. Simons-Michelson Co. handles account.

HOOVER PLAN

Hopes Fade for Use

HOOVER reorganization of the FCC faded further in the background as a near-future possibility last week as the Senate Executive Expenditures Committee voted to accept "in principle" recommendations of a subcommittee.

Those recommendations involved the following:

1. Strip from S 1139 the provisions which would have given the FCC Chairman far-reaching powers not now in his grasp [B•T, Jan. 28].

2. Leave in the bill a proposal to let Commissioners stay in office after their terms expire until a successor is named and confirmed by the Senate. It would also favor a 60-day limit on the extra time they could serve.

The bill, as now composed, must be again re-written, however, to clear up legal entanglements. Then, the committee is expected to approve the bill and bring it up in the Senate for a vote.

AM WEVD FM

4 Reasons Why

The foremost national and local advertisers use WEVD year after year to reach the vast

Jewish Market of Metropolitan New York

1. Top adult programming
2. Strong audience impact
3. Inherent listener loyalty
4. Potential buying power

Send for a copy of "WHO'S WHO ON WEVD"

Henry Greenfield, Managing Director
WEVD 117-119 West 46th St., New York 19

TOBEY VIEWS

Favors S 2444; Cites 'Public Interest'

BROADCASTERS better watch it. If they shout loud enough against the anti-liquor advertising-over-the-airwaves bill, they may find Congress going after beer advertising, too!

That's Sen. Charles W. Tobey (R-N. H.) talking. It is the Sen. Tobey who pointed the finger at many a wilting witness before the Kefauver Crime Committee and who delivered sermons at the committee's bench which made him, along with Sen. Estes Kefauver (D-Tenn.), a household TV star throughout the country.

Sen. Tobey, in an exclusive interview with BROADCASTING • TELECASTING last week, let his hair down on the pending liquor advertising measure (S 2444) [B•T, Jan. 21, et seq.].

At the mention of the liquor bill, the Senator's ire, which has helped to give him the lustre of a campaigning Congressman on Capitol Hill, came to the surface.

Sen. Tobey in no uncertain terms said he was for the bill, wanted to see it pass and would vote for it in committee.

In other radio-TV matters, Sen. Tobey was less certain. But of one thing he is sure, he said. As ranking Republican member of the Senate Interstate & Foreign Commerce Committee, Sen. Tobey is a zealot for the public interest. In fact, he said, his Senate record is pointed that way—in the interest of the public.

Top Minority Member

Sen. Tobey is not only the top minority member of the Senate committee which concerns itself with the legislative wheel spinning for-or-against the radio-television industry, but is also the logical successor to the chairmanship of the powerful committee, should the Senate have a Republican majority after the November elections.

Dopesters on Capital Hill and in the columnist-commentator circle find it difficult to believe the Senate will go GOP. But anything can happen in Congress.

Thus, said Sen. Tobey, should the Senate come into the Republican fold, he would direct the committee agenda "in the public interest."

The New Hampshire legislator has his ideas about witnesses who shy before the TV camera and the radio microphone. To the recalcitrants' objections to the broadcast media on grounds of incrimination or violation of Constitutional rights, Sen. Tobey has this to say, in the tradition of Henry Ford I's few-word description:

"It's the bunk!"

Sen. Tobey said, "Why can't all of the public attend an open hearing? That's bunk."

The author of the recently published book, *The Return to Morality*, the Senator has no knowledge of immorality in the FCC. He said he does not know of any improper influence having been brought to bear within the agency's offices.

But, he reminds, the appointment of Newbold Morris by President Truman to head a corruption-busting squad in Washington is excellent. The Senator said he knows Mr. Morris and expected to confer with him quite soon.

Radio Agreement

AN AGREEMENT between the U. S. and Canada for promotion of safety on the Great Lakes by means of radio was signed for this country at Ottawa last Thursday by FCC Comr. E. M. Webster and Stanley Woodward, American ambassador to Canada. Agreement provides for authorized use of radiotelephony as a means of communicating distress signals for Great Lakes shipping on 2182 kc and continuance of other frequencies.

NEWSPRINT

'Temporary Easing' Cited

NEWSPRINT figured in a series of collateral developments at government level last week, with the usual ominous overtones for printed media advertising budget.

An NPA official told a House Interstate & Foreign Commerce subcommitte investigating the newsprint shortage that there has been a "temporary easing" of critical scarcities but that world demand will exceed supply for at least another year. The prediction was given by J. Noel Macy, director of NPA's Printing & Publishing division, last Monday.

Following day, Rep. Emanuel Celler (D-N. Y.), chairman of the House Judiciary Committee, revealed that another price boost on newsprint in imminent. This report has been widely circulated among U. S. newspaper publishers. Chairman Celler also asked Attorney General J. Howard McGrath to probe practices of newsprint producers at the plant level.

Officials of the Justice Dept. countered Wednesday that the U. S. government is without authority to launch an "effective" anti-trust inquiry. About 90% of newsprint used in the U. S. is produced in Canada, out of the American government's jurisdictional realm.

Mr. Macy said newsprint supplies will be larger this year for publishers, but spot shortages will continue.

KLIX
IS KLICKIN'

a "servant of the people"

TO QUOTE THE STATE MEDICAL SOCIETY OF WISCONSIN

"It gives me great pleasure to take this opportunity to commend radio station WIBA for its outstanding service in the field of health education. Since April 1, 1945, WIBA has presented THE MARCH OF MEDICINE each week as a public service feature and thereby has helped immeasurably to broaden the health knowledge of the citizens of Wisconsin. Such an enviable record well illustrates how WIBA has taken its place in the community as a public instructor and servant of the people."

C. H. Crownhart
Secretary
State Medical Society of Wisconsin

January 9, 1952

The March of Medicine is only one of dozens of public service programs developed and tailored to the needs of the Madison area by WIBA. The matter of being a "servant of the people" has been going on now for more than 25 years.

WIBA AM - 1310 FM - 101.5

BADGER BROADCASTING CO., MADISON, WISCONSIN

Represented by AVERY-KNODEL, Inc.

WOR'S 30th BIRTHDAY CELEBRATION

Anniversary Theme Injected Throughout Feb. 22 Schedule

WOR New York, 50-kw clear channel station which started as a 250-w outlet in Newark, N. J., and took a full-page newspaper ad when it learned its signal was reaching State Island, observed its 30th anniversary last Friday with the birthday theme featured on a number of its programs.

Aside from salutes by programs of MBS, which WOR helped to organize in 1935, the station devoted much of its regular programming to reminiscence, starting at sign-on with the playing of the record WOR used to commence operations on Feb. 22, 1922—Al Jolson signing "April Showers."

In one of the morning features, Vice President J. R. Poppele, who observed his own 30th anniversary with WOR on Feb. 15 [B•T, Feb. 18], appeared on the John B. Gambling *Musical Clock* program to broadcast an open letter of thanks to listeners in some 14 states for loyalty to the station. Later, during the *Barbara Welles Show*, the first microphone used by WOR was put into use for a few seconds.

A newscast prepared as though the date were Feb. 22, 1922, was presented by Dan McCullough. WOR described itself as the first station to present regularly scheduled news broadcasts. Lyle Van's *News on the Human Side* included a short history of the station.

WOR started with a staff of five in a makeshift studio behind the sport goods and radio parts department of Bamberger & Co.'s department store in Newark. During 1927 its power was boosted to 5 kw; in the same year, it began a two-year tenure as New York key station of the new CBS network. The boost to its present 50 kw power came in 1935. Only a few weeks ago, R. H. Macy & Co.—owner of the station for 22 years—merged its WOR radio and TV interests with those of General Tire & Rubber Co.

WOR received its first grant for a TV station in 1941. Though the war prevented construction, the station did produce TV programs on a regular schedule over WABD (TV) New York starting in 1943 and over WRGB (TV) Schenectady starting in 1945. A new grant for WOR-TV was issued in 1947, and operations commenced October 11, 1949. A month ago, WOR-TV opened its *Television Square*, which it describes as "the first building to be constructed from the ground up exclusively for television purposes."

Mr. Poppele (r) explains the station's first microphone to Miss Welles as Mr. Seebach looks on.

Coincident with its anniversary observance, WOR made a study of its sponsors through the years and found that the food industry has been the foremost user of its commercial time, according to Sales Vice President R. C. Maddux. Other top users, in order: pharmaceuticals, toilet goods, confections and beverages. Oldest sponsor is Dugan Bros. of New Jersey, a foodstuffs company which has been a consistent WOR advertiser for 26 years and which, incidentally, furnished the cake used to mark Vice President Poppele's 30th anniversary 10 days ago.

As part of the tribute to Mr. Poppele on his own anniversary, he was presented a silver plate and a letter from top officials asserting: ". . . WOR's success has been based on the best engineering in the country under your direction, and now WOR-TV has started in the finest studio building in the country constructed under your direction . . ." The letter was signed by Thomas F. O'Neil, chairman of Mutual and president of Thomas S. Lee Enterprises which controls WOR and WOR-TV under the recent merger; by President Theodore C. Streibert, by Sales Vice President Maddux and Program Vice President Julius Seebach Jr., and by Controller Curt Heuser.

Meanwhile, in connection with the station's anniversary, WOR spokesmen announced they were "on the search" for three persons they would like to include among those being honored: Carl Eggs, WOR's first manager; Jessica Koenig Brown, "Radio's first woman announcer," and Chalmers Greenly, who headed Bamberger & Co.'s radio receiver department when the station was established to promote set sales.

CANADIAN MEET

Probes Rating Disparity

CIVIL DEFENSE, rating polls and a number of internal problems were main subjects on the agenda of the annual meeting of the British Columbia Assn. of Broadcasters, held at the Hotel Vancouver, Vancouver, Feb. 10-11. F. H. Elphicke, manager of CKWX Vancouver, was re-elected president of the BCAB.

The association asked national rating organizations to discuss with the Canadian Assn. of Broadcasters the disparity of ratings for the province of British Columbia.

The disparity arose in ratings released by the Penn McLeod & Assoc. Ltd., and Elliott Haynes Ltd., Canadian survey organizations. According to reports, contradictory facts are being published by the two companies which tend to weaken the confidence of advertising executives and timebuyers in ratings.

George C. Chandler, manager of CJOR Vancouver, submitted a request to Jim Allard, general manager of the Canadian Assn. of Broadcasters, suggesting letters be sent to Penn McLeod & Assoc. as well as Elliott Haynes Ltd. explaining the broadcasters' stand. A request will be made of the companies to make available work sheets used in the compilation of their ratings and information on the methods used in selecting samples.

On civil defense, plans on progress for the Pacific coast radio industry were discussed at a closed session, and a resolution was passed urging the Canadian government to let broadcasters know what part they are to play in the civil defense picture. BCAB members heard reports from Mr. Allard and Pat Freeman of the CAB on copyright problems and radio sales promotion plans.

Commends MBS Show

MBS's *True Detective Mysteries* was cited last week by FBI Chief J. Edgar Hoover as directly responsible for the capture of one of the nation's "most wanted" criminals. The line-up feature of the Jan. 6 program (Sunday, 5:30-6 p.m. EST) described Harry Burton, wanted in Los Angeles for armed robbery in which one person was killed. A listener in Cody, Wyo., suggested the looked-for man might be working there as an automobile salesman, which led to Mr. Burton's arrest in Cody shortly after. He was the sixth person apprehended as a result of the radio series.

We get along with our ADVERTISERS so well only because we get along with our LISTENERS so well.

We have very little turnover in either. Our advertisers stay on and on, because they have the proof that our listeners do the same—and you know what they say about repetition.

Ask McGILLVRA
(Chi. or N. Y.)
To Show You Some of These Proofs
Or Let Us!

WJPG
THE RADIO SERVICE OF THE GREEN BAY PRESS GAZETTE
GREEN BAY, WIS.

8 Great Selling Opportunities
(see inside front cover)
WLS
CHICAGO 7
CLEAR CHANNEL Home of the NATIONAL Barn Dance

programs promotion premiums

TAGE presentations were used when 1952 Norge and RCA Victoducts were introduced to Nebka and Iowa dealers gathered Des Moines for the Sidles Co. er meetings. Sidles, distributor the products in the area, clied presentation with a skit by liance Division General Man- Clarence Helgesen and Harold of Anderson & Roll Adv., ha. So effective was the theatd venture that the 'actors' were on KSO Des Moines for a perance and each was awarded "Oscar"—a huge hunk of beef.

NNIES TO EUROPE

ND raising campaign is being ched in observance of 1,000th C-TV program, *Howdy Doody*. ey collected will be turned to youngsters in Europe ough Kids' CARE being handled cooperation with the Cooperative erican Remittance to Europe. ldren in the TV audience will be ed to send in pennies, nickels dimes which will be used to chase junior size CARE packes.

DER FIRE COVERAGE

LLET-by-bullet coverage was en a mock maneuver at Fort ens, Mass, by WEIM Fitchburg. Levinson, station newsman, did 0-minute remote broadcast from field where GIs were being put ough their training paces. Purse of the show was to give listenfirst hand information on methd training American soldiers.

MEDY TEAM 'DISCOVERED'

DIENCES enjoy a laugh—parlarly at the performer's exse, according to Kay Russell, *Ladies' Day* over WSYR-TV acuse. Miss Russell is a domesexpert except when it comes to king a good pie. But she atpted it one day on *Ladies' Day*. crust was a total failure and day's experiment was climaxed n Jim McDonald, announcer on show, dropped the entire projon the floor. The tragedy resultin a flood of mail which pro- med Kay and Jim the best edy team on the air.

SHARP ADVERTISING

KRINKLE cut cake and cheese slicers have been distributed by WIBW Topeka, Kan., to encourage advertisers "to get a larger portion of the wealthy Kansas market" by using the station as an advertising medium. Copy on the folder cites examples of WIBW's selling power.

VOTERS GET PREVIEW

CANDIDATES for important city, county and state offices will be presented by WTMJ-TV Milwaukee in a series of five *Voters' Guide* programs. Shows will afford the voting public an opportunity to see its future leaders. Time will be divided equally among all participants.

COMIC PROMOTION

ACCORDION promotion piece plugging "Zanies From Boston," better known as Bob and Ray, participants in a disc show of the same name, has been sent out to advertisers. Copy consists of favorable comments made on the comic team by John Crosby, *New York Herald-Tribune* radio-TV critic. Appropriate pictures of Bob and Ray are matched with the copy. Large lettering on the reverse side instructs the interested buyer to contact an NBC-TV sales representative for sponsorship details.

'FREE' PARKING TICKETS

PARKING tickets with no fines involved are being distributed by WIMA Lima, Ohio. Idea was originated to promote the Easter Straker program heard daily over the station and sponsored by a local supermarket. "Parking tickets" were tagged to cars using the store's parking lot, during a two week period, suggesting the shopper tune in the show.

KIDS TAKE OVER

CHILDREN were let loose in the kitchen when *Kiddies Kitchen* was premiered over WBAL-TV Baltimore on Feb. 16. Show features two youngsters from 4 to 12 equipped with pint sized cooking utensils who prepare simple dishes such as breakfast for mother or an afternoon snack. Mary Landis, star of the station's *In the Kitchen*, instructs and interviews the junior chefs.

FULL HOUSE

SELL OUT on time availability has been announced by WOV New York in current piece of promotion. Copy relates that every second of allotted commercial time from 6 a.m. till midnight is being sponsored. Station's growing audience is reported 39% above what it was two years ago.

RADIO'S PULL

PEOPLE still listen to radio, according to Lincoln-Rochester Trust Co., Rochester, N. Y., which offered a free booklet, *1,000 Household Hints*, on a regular broadcast aired over WHAM there. The offer was repeated on two subsequent programs and then hastily withdrawn. 24,000 people streamed into the bank in a three day period and walked off with the bank's complete booklet supply.

AFFILIATION PLUGGED

STREET banners flew in the entire business section of Springfield, Ill., announcing the affiliation of WMAY there with NBC on Feb. 1. In addition to the thoroughfare promotion, movie trailers were shown in three city theatres to announce the NBC service. The *Illinois State Journal* and the *Register* devoted six pages to the station on the occasion.

DON'T PUT IT OFF

LEFT-OVER 1951 calendars are utilized in promotion stunt by KCBS San Francisco. Calendars were mailed to trade with accompanying letter from Arthur Hull Hayes, KCBS general manager, informing recipient: "This free calendar is for all of those would-be advertisers who intended to do something 'a little later on' in 1951. While they were waiting, 1,000,000 families in the San Francisco Area: Ate, Drank, Smoked, Shaved . . ." Letter concludes that it's too late to do anything in 1951 but those million families are still being reached in 1952 by KCBS.

BOOST LOCAL SHOPPING

BUSINESS men in Worcester, Mass., are enthusiastic about the response to WTAG's "Shop in Worcester" campaign. All station personalities cut 20-second and one-minute announcements for use throughout the day plugging their city as the shopping and fashion center for the Central New England area. Copy is tailored to the personality. Retailers help the station by keeping writers informed on commercial problems and projects.

ON THEIR TOES

ALERT coverage of a Feb. 7 gun battle by WBAP-TV Ft. Worth, Tex., newsmen turned a local story into one of national significance. Station photographers arrived at the scene of the shooting and filmed the story. Motion picture footage was flown to NBC New York for use the following day on NBC-TV *Camel News Caravan*.

FAIR EXCHANGE

AS A special service to its advertisers, WFIL Philadelphia has effected a merchandising exchange with Food Fair Stores providing for point-of-sales displays of sponsors' products in retail outlets serving more than 500,000 customers per week. Under terms of the pact, the food chain agrees to provide weekly shelf extender displays for products of WFIL advertisers in 35 Food Fair stores in the station's coverage area.

LANG-WORTH
FEATURE PROGRAMS, Inc.
113 W. 57th ST., NEW YORK 19, N. Y.

immediate revenue produced with regional promotion campaigns

23 years of service to the broadcasting industry

experienced sales personnel will sell community programs throughout your coverage area

HOWARD J. McCOLLISTER Company
66 ACACIA DRIVE
ATHERTON, CALIFORNIA
DAVENPORT 3-3061
PAUL W. McCOLLISTER, General Manager

NOT the same news . . .
different . . .
intimate . . .
Esther Van Wagoner Tufty
$1 script service
TUFTY NEWS BUREAU
National Press Building
WASHINGTON, D. C.

TOWERS VISITS U.S.

To Discuss Program Plans

HARRY ALAN TOWERS, head of Towers of London, England, which is said to sell 90% of all American transcribed radio programs outside of the U. S., is in New York to negotiate with the four networks for his *Noel Coward Show* and with Official Films on a "television deal."

In addition, Mr. Towers, whose company is the sole distributor of the *MGM Theatre* series outside of the U. S., is meeting with the American executives of the company. Latter series has been sold to General Motors in Australia.

Mr. Towers originally came to America about six years ago to acquire "American-know-how" of transcribed radio programs and to apply it to the international field, he said. After a successful study of American methods he returned to England to start Towers of London. Currently, his list of sponsored shows reads like a "Who's Who" of American advertisers.

On Radio Luxembourg, Lever Bros. sponsors the half-hour *Gracie Fields Show*, a Towers package, and Carter's Pills sponsors *Reflections*. In South Africa, General Foods underwrites a children's show, *Dan Dare*, transcribed by Towers, and in Australia, Wrigley chewing gum sponsors the Gracie Fields program; General Motors has bought the *MGM Theatre* series and Hoover Co. (electric cleaners) sponsors *Bold Venture*. Latter is a Frederic W. Ziv Co. package but represented internationally by Towers.

"Radio has crossed international frontiers and become, for the first time, international, not only in the terms of politics and propaganda, but also in hard dollars and cents," Mr. Towers said.

In addition to conferring with network executives on the musical *Noel Coward Show*, Mr. Towers also is presenting a new disc jockey show featuring Margot Fonteyn, Sadler's Wells ballerina, to American stations.

FOR FINEST TAPE RECORDING

KWFT

Wichita Falls, Tex.

USES Magnecorder

—FIRST CHOICE OF ENGINEERS!

Only Magnecorder offers all the flexibility, high fidelity and features you require—at a price you want to pay!

FITS EVERY PURPOSE—EVERY PURSE!

PORTABLE — LIGHTWEIGHT Recorder in one case — Amplifier in the other. Easy handling — compact!

QUICKLY RACK MOUNTED Units can be combined for studio operation of portable equipment.

CONSOLE OR CONSOLETTE Operation available by combining units in rich Magnecorder cabinets.

For new catalog — write:

Magnecord, INC.

Magnecord, Inc., 360 N. Michigan Ave., Chicago 1, Ill.

February 18 Applications . . .

ACCEPTED FOR FILING

TV—Ch. 3

KTAR Bcstg. Co., Phoenix, Ariz.—Request change in frequency on application for new TV station from Ch. 4 (66-72 mc) to Ch. 3 (60-66 mc) and change power from ERP 15.3 kw vis., 7.65 kw aur., to 100 kw vis., 50 kw aur., change ant., etc.

AM—1350 kc

KDKD Clinton, Mo.—Request CP to change frequency from 1280 kc to 1350 kc.

Amend Application

WLAG-FM La Grange, Ga.—Request change in ERP on application for changes in FM station from 1.3 kw to 4.45 kw, ant. height above average terrain from 120 ft. to 154 ft., to ERP 2.4 kw, ant. height above average terrain 140½ ft., etc.

License for CP

KABR Aberdeen, S. D.—License for CP, as mod., authorizing new AM station.

WINR Binghamton, N. Y.—License for CP, as mod., authorizing frequency change, power increase, new DA-DN, change trans. location, etc.

WHK Cleveland—License for CP authorizing changes in DA-N and utilize new FM supporting tower for non-directional daytime operation.

Modification of CP

WBAM Montgomery, Ala.—Mod. CP, as mod., authorizing new AM station, to change trans. and main studio locations.

WBRY Waterbury, Conn.—Mod. CP, authorizing changes in DA, etc., for extension of completion date.

WCAM Camden, N. J.—Mod. CP, authorizing change in trans. location, for extension of completion date.

WATV Newark, N. J.—Mod. CP, as mod., authorizing new TV station, for extension of completion date to October 9, 1952.

License Renewal

WAFM-TV Birmingham—Renewal of license.

Application Returned

City of St. Petersburg, St. Petersburg, Fla.—RETURNED application "to request present proposed channel or such other VHF channel as may be allocated to St. Petersburg, Fla., area" because of Sec. 1.304 of FCC rules ("Contents of applications.—Each application, unless otherwise directed, shall be specific with regard to frequency . . .").

Application Dismissed

WINX Washington—DISMISSED CP to change main trans. location and re-establish synch. amp. at 8th and Eye Sts., N.W., Washington, and to also synch. amp. in Rock Creek Park, Washington.

All-Canada Brochure

ALL-CANADA Radio Facilities Ltd. *Yearbook* has been published, giving reports on 1951 activities and including photographs of personnel of the 10 All-Canada mutually operated stations. Stations include CJVI Victoria, CKWX Vancouver, CJAT Trail, CFGP Grande Prairie, CJCA Edmonton, CFAC Calgary, CJOC Lethbridge, CKCK Regina, CKRC Winnipeg and CKOC Hamilton.

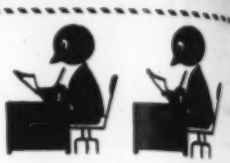
IT'S NO GAG

Price Controls, That Is

PRICE CONTROLS have been placed on comic writers by the National Assn. of Gagwriters, New York, in an effort to help new comics find people to write their material at reasonable rates. Writers will be scaled as AAA, AA, A, BBB, B, C, D, N for no rating and U for unlisted. Scaling will be determined by background, not necessarily by the aptitude of the writer.

The comic interested in new material will pay for it according to scale price. Each January, there will be a new listing of approximately 100 writers from coast to coast. The rating system will be maintained by reports from people in the entertainment world.

FCC actions



FEBRUARY 15 THROUGH FEBRUARY 21

CP-construction permit	**ant.-antenna**	**cond.-conditional**
DA-directional antenna	**D-day**	**LS-local sunset**
ERP-effective radiated power	**N-night**	**mod.-modification**
STL-studio-transmitter link	**aur.-aural**	**trans.-transmitter**
synch. amp.-synchronous amplifier	**vis.-visual**	**unl.-unlimited hrs**

STA-special temporary authorization

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of station and transfer applications. *(See page 103.)*

WHLI Series to India

SCRIPTS for the series, *Atomic Energy—1950*, originally broadcast by WHLI-AM-FM Hempstead, L. I., are en route to Calcutta, India, for radio presentation there, it was indicated last week by spokesmen for Voice of America. Undertaking a series of educational broadcasts on atomic energy development, broadcasting officials in India sought program information from VOA, which forwarded the request to the Atomic Energy Commission. AEC, recalling the WHLI broadcasts presented in cooperation with the Brookhaven National Labs., suggested the 1950 series be used as basis for Indian programs on peacetime applications of atomic energy.

February 19 Decisions . . .

BY THE SECRETARY

Granted License

WDLA Walton, N. Y.—Granted license new AM station: 1270 kc, 1[illegible] daytime.

KGW-FM Portland—Granted license new FM station: 100.3 mc (Ch. 262), 3 kw, ant. 960 ft.

KUOW Seattle—Granted license noncommercial educational FM station 90.5 mc (Ch. 213), 3.4 kw, ant. 1[illegible]

WMIN-FM St. Paul, Minn.—Granted license covering changes in FM station 99.5 mc (Ch. 258), 16 kw, ant. 33[illegible]

Granted CP

KVAS Astoria, Ore.—Granted CP change trans. location.

Granted Modification

KCAR Clarksville, Tex. — Granted mod. CP for approval ant., trans. and main studio locations.

To Change Name

KAOK Lake Charles, La.—KWSL has granted mod. of license to change name to KAOK Inc.

6 p.m. Sign Off

KSIB Creston, Iowa—Granted authority to sign off at 6 p.m. CST during months of March through September 1952.

Extend Completion Date

Following granted mod. CP for extension of completion dates:

WLFH Little Falls, N. Y., to [illegible] months and eight months from date of grant, also to change ant., trans., cond.; WSB-TV Atlanta to March 15; WBAL-TV Baltimore to May 21; KSBR San Bruno, Calif., to August 15; WCNO Ottawa, Ill., to April 21, cond.; WRSW Warsaw, Ind., to March 31, cond.; and WIMS Michigan City, Ind., to June 1 cond.

ACTIONS ON MOTIONS

By Comr. Rosel H. Hyde

Chief, FCC Broadcast Bureau—Granted petition for extension of time to Feb. 20, to file exceptions to report initial decision re application of WQAN Scranton, Pa.

WCAW Charleston, W. Va.—Granted petition for extension of time to Fe[illegible]

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
Lincoln 3-2705

COMMERCIAL RADIO MONITORING COMPANY
PRECISION FREQUENCY MEASUREMENTS
Engineer on duty all night every night
JACKSON 5302
P. O. Box 7037 Kansas City, Mo.

• TOWERS •
AM • FM • TV •
Complete Installations
TOWER SALES & ERECTING CO.
6100 N. E. Columbia Blvd.
Portland 11, Oregon

DAVID & BARBEAU
TELEVISION PROJECT CONSULTANTS
STATION PLANNING and OVER-ALL GUIDANCE
P. O. BOX 996 SCHENECTADY, NEW YORK

CONSULTING RADIO & TELEVISION ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. ADams 2414
Member AFCCE

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 1205
Member AFCCE

A 43-year background
—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J.
MOntclair 3-3000
Laboratories Great Notch, N. J.

GEORGE C. DAVIS
501-514 Munsey Bldg.—STerling 0111
Washington 4, D. C.
Member AFCCE

Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 1319
WASHINGTON, D. C.
P. O. BOX 7037 JACKSON 5302
KANSAS CITY, MO.

A. D. RING & CO.
26 Years' Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 2347
WASHINGTON 4, D. C.
Member AFCCE

There is no substitute for experience
GILLETT & BERGQUIST
982 NATL. PRESS BLDG. NA. 3373
WASHINGTON, D. C.
Member AFCCE

GAUTNEY & RAY
CONSULTING RADIO ENGINEERS
1052 Warner Bldg.
Washington 4, D. C.
National 7757

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C
Member AFCCE

McIntosh & Inglis
WYATT BLDG. (777 14th St., N. W.)
Metropolitan 4477
WASHINGTON, D. C.
Member AFCCE

RUSSELL P. MAY
1422 F St., N. W. Kellogg Bldg.
Washington, D. C. REpublic 3984
Member AFCCE

WELDON & CARR
WASHINGTON, D. C.
1605 Connecticut Ave.
Dallas, Texas Seattle, Wash.
4212 S. Buckner Blvd. 4742 W. Ruffner
Member AFCCE

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 5670
WASHINGTON 5, D. C.
Member AFCCE

MILLARD M. GARRISON
1519 Connecticut Avenue
WASHINGTON 6, D. C.
MICHIGAN 2261
Member AFCCE

KEAR & KENNEDY
1302 18TH ST., N. W. HUDSON 9000
WASHINGTON 6, D. C.
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 6108

WILLIAM L. FOSS, Inc.
Formerly Colton & Foss, Inc.
1427 15th St., N. W. REpublic 3883
WASHINGTON, D. C.

JOHN CREUTZ
319 BOND BLDG. REPUBLIC 2151
WASHINGTON, D. C.
Member AFCCE

GUY C. HUTCHESON
P. O. Box 32 AR 4-8721
1100 W. Abram
ARLINGTON, TEXAS

ROBERT M. SILLIMAN
1011 New Hampshire Ave., N. W.
Republic 6646
Washington 7, D. C.

LYNNE C. SMEBY
"Registered Professional Engineer"
1311 G St., N. W. EX. 8073
Washington 5, D. C.

GEORGE P. ADAIR
Consulting Radio Engineers
Quarter Century Professional Experience
Radio-Television-
Electronics-Communications
1833 M St., N. W., Wash. 6, D. C.
Executive 1230—Executive 5851
(Nights-holidays, Lockwood 5-1819)
Member AFCCE

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION,
FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
3738 Kanawha St., N.W., Wash., D. C.
Phone ORdway 8071
Box 2468 Birmingham, Ala.
Phone 6-2924

ROBERT L. HAMMETT
CONSULTING RADIO ENGINEER
220 BANKERS INVESTMENT BLDG.
SAN FRANCISCO 2, CALIFORNIA
SUTTER 1-7545

JOHN B. HEFFELFINGER
815 E. 83rd St. Hiland 7010
KANSAS CITY, MISSOURI

Member AFCCE

to file exceptions to initial decision its application and that of WGKV rieston, W. Va.

By Hearing Examiner Leo Resnick

WJDX Jackson, Miss.—Granted petition for continuance of hearing from rch 17 to April 21 re its application that of WGGA Gainesville, Ga., for continuance of taking of depoons to March 27, authorized for rtsville, Miss., March 29, for Rayd, Miss., and March 31, for Jackn, Miss.

Hearing Examiner Fanney N. Litvin

The Toledo Blade Co., Toledo, Ohio—nted petition for an extension of e from Feb. 18 to close of business rch 3 for all parties to file proed findings of fact and conclusions its application.

February 20 Applications . . .

ACCEPTED FOR FILING

TV—Ch. 13

WAFM-TV Birmingham—CP to increase ERP from 26 kw vis., 13 kw aur., to 200 kw vis., 100 kw aur., change ant., etc.

AM—1370 kc

WMOD Moundsville, W. Va.—CP to change frequency from 1470 kc to 1370 kc.

License for CP

WTVJ (TV) Miami—License for CP, as mod., authorizing new TV station, as well as changes proposed in pending applications.

KVWO Cheyenne, Wyo.—License for CP, as mod., authorizing new AM station.

WSGN-FM Birmingham—License for CP as mod., authorizing new FM station.

WCMB Lemoyne, Pa.—License for CP, as mod., authorizing frequency change, power increase, operating hours, new DA-DN, etc.

Modification of CP

WTVJ (TV) Miami—Mod. CP, authorizing new TV station, to make ant. changes, etc.

KABI Ketchikan, Alaska—Mod. CP, authorizing new AM station, for extension of completion data.

WINZ Hollywood-Miami, Fla.—Mod. CP, authorizing power increase, changes in DA, moving of main studio location, etc., for extension of completion date.

WEEK Peoria, Ill.—Mod. CP, as mod., authorizing changes in DA, for extension of completion date.

WWOC Manitowoc, Wis.—Mod. CP, as mod., authorizing new AM station, for extension of completion date.

Modification of License

WGMS Washington—Mod. license to change name from Radio Station WQQW Inc. to The Good Music Station Inc.

Amend Application

WIOD Miami—Application for CP to change DA AMENDED to make change in DA-N.

License Renewal

WTBC Tuscaloosa, Ala.—Renewal of license.

WIOD Miami—Renewal of license.

TENDERED FOR FILING

AM—1170 kc

KCBQ San Diego—Special Service Authorization to use DA night only.

Modification of CP

WCEN Mt. Pleasant, Mich.—Mod. CP to change max. expected oper. value.

TV APPLICATION DISMISSED

Waco Television Co., Waco, Tex.—Application for new TV station DISMISSED at request of attorney.

(Continued on page 103)

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum*
All other classifications 30¢ per word—*$4.00 minimum* • Display ads. $15.00 per inch

No charge for blind box number. Send box replies to
BROADCASTING, 870 National Press Bldg., Washington 4, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing. All transcriptions, photos, etc. sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

A Phoenix, Arizona station is expanding several departments. Applications invited from experienced personnel, living near enough for interview: news reporters, announcers, continuity. Send full details, disc and salary requirements. Confidential. Box 240M, BROADCASTING.

Managerial

General manager for major eastern market independent station. Guarantee plus incentive plan. Send complete details first letter. Box 256M, BROADCASTING.

Wanted: Sales manager experienced. Furnish complete reference. Contact Sam W. Anderson, KFFA, Helena, Arkansas.

Salesmen

Major network station in large middlewestern market has immediate opening for an experienced time salesman. Permanent position for right man. Salary plus commission. Reply Box 254M, BROADCASTING.

Salesman. Excellent opportunity for good salesman around 30 for 5 kw independent midwest station. Guarantee during initial period. Good potential. Box 333M, BROADCASTING.

Excellent opportunity for aggressive, experienced salesman or saleslady in New Orleans. Must own car, be solvent and have at least 5 year proven sales record. Do not apply if you can't sell in highly competitive market and want permanent position. Send resume and picture to Box 338M, BROADCASTING.

Experienced radio salesman qualified to be sales manager at a thousand watt independent station in southern New England, excellent opportunity for good man with executive as well as sales ability. Box 341M, BROADCASTING.

If you are a salesman interested in $, contact Bob Leming, KCAP, Helena, Montana.

Enjoy selling? Then live gloriously, friendly community, single station market, salary, commission, hunting, fishing. Air mail details KPRK, Livingston, Montana.

Commercial salesman 250 watt daytime station. Good opportunity for right man. Write fully experience, references. WEAB, Greer, S. C.

Salesman or saleswoman, combination program director; 20% commission on all sales plus salary. Can easily earn $85.00 to $100.00 weekly. WKUL, Cullman, Alabama.

Announcers

$80.00 per week for good announcer at midsouth station. Good market. TV future. Replies confidential. Box 936L, BROADCASTING.

Good announcer with first phone, permanent position friendly western Pennsylvania independent daytimer. **Seventy-five dollars for forty-four hour week** to start. Submit resume experience, photo, disc or seven one half IPS tape first reply. Box 167M, BROADCASTING.

Key job for better than average experienced announcer with first class ticket. Pleasant small city upper midwest. Long established net affiliate. Low turnover. $75.00 and raises. Send audition and facts Box 183M, BROADCASTING.

Play-by-play sports.—Top sports station in metropolitan market, broadcasting both major and minor league baseball, will add second play-by-play man. Both live and reconstruction. First phone preferred, but all applicants considered. For this unusual opportunity with station whose sports reputation is outstanding, rush audition and full particulars. Box 261M, BROADCASTING.

Help Wanted (Cont'd)

Wanted: Announcer-salesman for progressive ABC affiliate in expanding market in the Rockies. Send tape or disc, photo, references all in first letter. Box 295M, BROADCASTING.

Wanted, experienced announcer-engineer for progressive southeastern city. Announcing ability-permanency most important. $70.00 per week and talent shows. Send photograph and disc first reply. Box 296M, BROADCASTING.

Combination announcer/engineer licensed. Michigan fulltime. $60 week. Box 308M, BROADCASTING.

Midwest CBS affiliate looking for announcer with disc show experience who can also handle five minute newscasts (not reporting). Must have at least six months experience. Starting salary depends on experience and ability. Send vital statistics plus references to Box 330M, BROADCASTING.

Need experienced staff announcer. $1.25 per hour 44 hours. Send complete details first letter. KALT, Atlanta, Texas.

Need one announcer with ticket and one without at KCAP, Helena, Montana. Audition, details, please.

Local news editor. Gather, write and broadcast local news. Forty hour week. $250.00 monthly. Start immediately. KCOW, Alliance, Nebraska.

Announcer-engineer by Idaho panhandle station. Send complete information to Norm Bauer, KSPT, Sandpoint, Idaho.

Announcer. Sixty-five or seventy dollars weekly depending experience and ability. Established network station with separate studios and transmitter. Apply Manager, KTNM, Tucumcari, New Mexico.

Will pay $80.00—44 hour week to good combo man. Announcer-1st license required. WCTA, Andalusia, Alabama.

Staff announcer experienced, strong on news and sports, good salary, talent. Send audition and photo with application to Station WFDF, Flint, Michigan.

Wanted—Announcer; also combination engineer-announcer. WKEU, Griffin, Ga.

Combination announcer-engineer wanted by 1000 watt NBC affiliated located in heart of Florida Citrus Belt. Must be experienced in announcing and hold first class license. William P. Lee, Radio Station WLAK, Lakeland, Florida.

Combination man with emphasis on announcing. Hours 6:00 AM to 1:00 PM —44 hour week, good pay, best working conditions, 500 watt daytime. Send complete data. H. Webster Taylor, WMIK, Middlesboro, Kentucky.

Announcer-engineer first class ticket, emphasis on announcing preferred. Starting salary commensurate with qualifications. WNVA, Norton, Va.

Versatile announcer for progressive one kw station. Contact WRIC, Program Director, Lindy Seamon, phone 450, Richlands, Virginia.

Wanted: Another announcer-1st class engineer to work with two congenial first ticket men for 1000 watt daytime station. A new modern station just on the air. Salary $70 per week. Call collect Keith Moyer, WTIM, Taylorville, Illinois.

Technical

First class engineer. No experience required. Virginia network station. Box 238K, BROADCASTING.

Help Wanted (Cont'd)

First class engineer-announcer, small town in Kentucky, $60 per week to start, opportunity to earn more. Write 190M, BROADCASTING.

First phone operator, Baltimore area. Experience not necessary. Complete personal information first letter. Box 210M, BROADCASTING.

First class engineer with or without experience for progressive Iowa station. Congenial staff. Box 305M, BROADCASTING.

Engineer, first phone, salesman, combo, salary plus commission, New York network. Consistent improvement capable man. Box 306M, BROADCASTING.

Immediate opportunity for first phone engineer. An NBC-ABC affiliate in Michigan, 40-hour, 5-day week, with salary advances every six months, by contract. Send background and reference information first letter. Box 317M BROADCASTING.

5000 watt Wisconsin NBC affiliate needs first phone man, no experience required. Also qualified man willing to work studio control while studying for license. Box 325M, BROADCASTING.

Transmitter-recording engineer. Permanent position with progressive Kansas 5 kw. Experience desirable but not required. Write Box 351M, BROADCASTING.

Immediate opening for first class operator. Experience not necessary but desirable. Good postion for man or woman who desires experience. Must be sober and dependable. Excellent working conditions. Forty hour week plus time and one-half for overtime. 250 watt fulltime independent station. Send application with references to Chief Engineer, Radio Station WJER, Dover, Ohio.

Chief engineer, combo work. Send references and experience information to KSYC, Yreka, California.

Operator with first class license needed. No experience necessary. KTAE, Taylor, Texas.

Engineer. Must have at least five years experience and capable becoming chief engineer and able handle construction new broadcast operations. New 20V transmitter and other Allied, Collins equipment. Will pay eight to eighty-five weekly and more at overtime rate of pay when construction new stations begins. Apply Manager, KTFY, Brownfield, Texas.

Wanted, first class license experienced or inexperienced for AM-FM operation. Sober, conscientious man. Reply WBUY Lexington, N. C.

Need combo or 1st phone willing to learn announcing. Good pay; working conditions. WCRA, Effingham, Illinois.

Progressive station in friendly community has openings in engineering, announcing, and copy departments. Send full information first letter. WDEC, Americus, Georgia.

Have immediate opening for first class operator, studio and transmitter work. Experience not necessary. Write WHDL, Olean, New York, for further information.

Chief engineer with good announcing ability, wire or phone, 1240 WJON, ABC in St. Cloud, Minnesota.

Engineer, first class control operator, immediately, experience unnecessary, on Lake Champlain, WJOY, Burlington, Vermont.

Wanted—Man with first phone ticket. Some announcing. New station. Write or wire Hal Benson, WMPA, Aberdeen, Mississippi.

Help Wanted (Cont'd)

Engineer, 1st phone, experience necessary, permanent, $50.00 forty h overtime, car required. WPAG Arbor, Michigan.

Engineer or announcer-engineer mediate opening. WVOS, Liberty

Wanted, first phone holder who announcer or wants to learn ing with good voice to work nation announcer-engineer. working conditions, good pay, to work in southwest. Unless sober and honest, do not apply. position for the right man. Manager of Great Plains Broad Company, Perryton, Texas.

Production-Programming, Oth

Continuity writer for midwestern time network station. Excellent tunity for writer who can produce that brings customer results particulars with sample copy to 252M, BROADCASTING.

CBS affiliate needs continuity w Opportunity to work up to cont director. KVOR, Colorado Spri Colorado.

Program director with ideas, w ability and a voice, who can h console. Radio Station WBYS, Ca Ill.

Program director-salesman; man woman; 20% commission on all plus salary and drawing. Can earn $85.00 to $100.00 weekly. W Cullman, Alabama.

Experienced woman copywriter n as soon as possible. Must be capabl air work also. Excellent salary, tion plan. Send sample commer photo, experience details. WLEC, dusky, Ohio.

Television

Salesmen

Wanted: Salesman for one of Oh leading television stations. Prefer who has had radio or newspaper training. Unlimited opportunity good financial arrangements. Send inquiries to Box 304M, BROADCASTING • *TELECASTING.*

Technical

TV station has opening for technica operator. Knowledge TV fundamenta essential. Experience not necessar Write Box 334M, BROADCASTING *TELECASTING,* enclosing photo, ca minimum salary requirement. B 334M, BROADCASTING.

Engineer, experienced in radio, licens and with construction ability. Resear Department KUTA, Salt Lake C Work will be constructing, testing a assembling TV equipment. Cont Frank Carman.

Situations Wanted

Managerial

Commercial manager must sacrifice good job because climate adverse affects health of his family. Doctor recommends return to southern loca tion. 15 years experience in admin stration, sales, programming. B 221M, BROADCASTING.

General manager—looking for advance ment. Can bring wealth of sales idea practical experience. Capable of ma profitable operation. Write BROADCASTING.

Manager-sales, program, econo minded. Managing highly success medium size station, midwest. 6 years present location. Desire man ership station, any size, good potenti good community. Well respected in dustry and community. Married, 42. Available on 30 days notice. D tails to interested parties. Box BROADCASTING.

Salesmen

Salesman, Old Dominion area prefer Sales plus extensive announcing, p gramming experience. Box BROADCASTING.

Okla. & Texas stations attention. En neer, announcer, salesman. Not fr in announcing but good dependab worker. Married, 27, draft exempt Looking for permanent position. Pre ently employed. State all first conta Box 327M, BROADCASTING.

Situations Wanted (Cont'd)

Announcers

Announcer-salesman for radio or television station. College graduate, 28, seven years experience. Perfect record. Excellent references. Southerner now announcing for CBS 5 kw. Draft exempt. Contact Box 335M, BROADCASTING.

Professional schooling. Hollywood. Disc shows, newscasting, staff announcing. Available immediately. Box 241M, BROADCASTING.

College grad, 25, seeks first announcing job. Courses announcing, writing. Short on experience. Long on ability, ideas. Disc. Photo. Box 251M, BROADCASTING.

Sportscaster network experience doing play-by-play baseball, football and basketball. Network references. Married and draft exempt. Box 292M, BROADCASTING.

Announcer-operator. First phone. Experienced. Can do baseball play-by-play. Box 300M, BROADCASTING.

Former professional baseball player available now for play-by-play this season. Twelve years radio experience all phases. Good football, basketball. Go anywhere. Draft exempt. Box 301M, BROADCASTING.

Sports announcer—10 successful seasons broadcasting Double A baseball, football, boxing, wrestling, horse racing, tennis, outboard motorboat races, special events. Record and references excellent. Box 309M, BROADCASTING.

Sportscaster, play-by-play. All sports. 3 years experience. Also newscasting and special events. Married, family, draft exempt. Employed sports director east. Air checks hockey, basketball. Salary plus talent. Box 313M, BROADCASTING.

Topflight, versatile announcer. 7 years metropolitan experience. College and pro play-by-play. Excellent newscaster. Tapes, references available. Family. Box 315M, BROADCASTING.

Sportscaster, fine voice, highly talented ad lib sports, horse racing, special events. Draft exempt, single, desires permanent position. Picture and disc on request. Best references. Box 320M, BROADCASTING.

Good, steady announcer, dependable, conscientious and experienced. Do news and commercials well. Box 321M, BROADCASTING.

Whoa! You can stop right here and get your man! Six years professional in radio, theatre, television and film; experienced all phases theatrical production, strong on announcing and DJ, directing, acting. B.A. Cornell; M.A. Desire position radio station with TV license or application. Perfect background for AM-TV. Married, 32, vet. References. All offers considered. Box 328M, BROADCASTING.

Radio school graduate. First phone. No professional experience but ambitious, dependable. Family man. Prefer southwest. Box 329M, BROADCASTING.

Announcer - DJ. Young man (23) crammed with college radio theory (George Washington, D. C.) headed radio workshop, writes, news reporting acting. Assisted local DJ all night shows, interviews. What I lack in experience, I guarantee to make up in voice quality, sincerity, promotable ideas. A letter will prove it's a good business swap. Box 332M, BROADCASTING.

Baseball wanted. Sports station only. Five years top play-by-play all sports, all phases. Box 336M, BROADCASTING.

Sportscaster, 3 years experience includes baseball, football, basketball, boxing and hockey. Will sell sports and sponsors product to audience. Excellent references. College background. Currently employed, but desire more play-by-play. Married, veteran. Will travel for right position. Box 339M, BROADCASTING.

Announcer, married, draft exempt. Experienced all phases. Have good station but no future. Relocate midwest. Box 340M, BROADCASTING.

Announcer, veteran 30, married. 5 years experience. Strong on commercials. Newscaster. 3 years programming. Now morning man. Available April 1. Box 342M, BROADCASTING.

Experienced announcer-newsman, commercials, disc jockey, personality, veteran. Tape references. Box 343M, BROADCASTING.

Situations Wanted (Cont'd)

Five years experience—music, news, sports, etc. Outstanding DJ. College grad, 26, work only 150 miles of New York City. Box 344M, BROADCASTING.

DJ with originality and self available April. Wake-up, late night. Experienced all phases air work, promotion, production, programming indie, net. Age 30, best references. Box 345M, BROADCASTING.

Disc jockey-announcer. Over ten years successful programming. Family man, stable, high rated morning or late evening man. Has record and top artist contacts. Now employed. Need minimum salary $85-95 weekly. Box 348M, BROADCASTING.

Baseball announcer available for coming season. Outstanding record. Tops in other sports, staff work. 6 years experience. Highest references, sponsors, present employer, others. College graduate, married, family, vet, draft exempt. Air checks available. Write 352M, BROADCASTING.

Mature, deep-voiced. DJ, News, man-on-street. Veteran. College grad. Draft exempt. Box 353M, BROADCASTING.

Announcer, excellent voice, newscasting and commercial. Capable of DJ work. Draft exempt, single. Picture and disc on request. Finest references. Box 319M, BROADCASTING.

Four years experience announcing, copywriting, and selling. Third class engineer's license, working for first. 20 years old, draft exempt. Box 764, Kosciusko, Mississippi.

News commentator-announcer. Chicago experienced. Available March. Avers, 3915 Grenshaw, Chicago. Vanburen 6-1919.

Good all-round staff man. Strong on DJ. Write, wire or phone Larry Burke, 411 B St., N.E., Washington, D. C., Atlantic 4062.

Experienced announcer, staff announcing, disc jockey, newscasting, sports. Professional schooling also. Winston Hoehner, 1518 West Twentieth Street, Los Angeles 7, California.

Musician thoroughly acquainted with Bach to Bop wishes disc jockey position in Florida or Georgia. Native Floridian. Sufficiently acquainted with English. Can talk. Well informed. Be in Florida during March, April and May. Frank Kelly, 625 W. 169 St., New York City.

Announcer, board operator. Strong on news, music, commercials. SRT graduate. Will travel. Photo, disc, data available. Harry Ladas, 10132 Ewing, Chicago.

Combination announcer-engineer. RCA grad, '25, first phone. Vet, single, no experience. Paul Landers, 1656 East 19th Street, Brooklyn 29, N. Y.

Announcer, graduate SRT Chicago. Proficient in DJ, news and commercials. Single. Draft exempt. Middlewest preferred. Johnny Nahan, 210 N. Kolin Ave. Chicago, Austin 7-5924.

Technical

Vet. Married. 1st phone. Radio and TV school grad. Desires position as operator in Florida. Box 244M, BROADCASTING.

Engineer, (N. Y. state), desires permanent chief or good staff position. Seven years experience six stations. Veteran, 27, single, licensed, car. Box 272M, BROADCASTING.

First phone, no experience, radio-TV grad, desire combination position. Box 302M, BROADCASTING.

Engineer, available March First. Can announce fair. $65.00 starting. South! Box 303M, BROADCASTING.

Girl wants job, control operator, network station. One year experience. College graduate. Box 307M, BROADCASTING.

Transmitter engineer, 4½ years experience, wants permanent position. Ham over 20 years. Box 316M, BROADCASTING.

1st phone, 4½ years announcing, looking for position with advancement. State salary, opportunities. Tape on request. Box 318M, BROADCASTING.

Combination man, good engineer, fair announcer, plenty experience both including chief. You can eliminate the expense of telegrams and overtime incurred each time you hire a new man if you can pay $80.00 to a permanent, reliable man. South or southwest only. Consider small, clean agriculture town. Excellent references. Box 331M, BROADCASTING.

Situations Wanted (Cont'd)

Production-Programming, Others

Writer, currently with top 50,000 watt station. Ten years top network shows: variety, documentary, music, comedy, some TV. Vet, 33, married, college graduate with above average earnings. Can spark your set-up with more listeners and sales, with new hard-hitting ideas from executive level. Box 326M, BROADCASTING.

Program director. Excellent sports-news announcer. College graduate. Midwest only. Box 337M, BROADCASTING.

PD with proven record available April. Experienced major markets all phases indie, net. Wake-up, late night air work. Box 346M, BROADCASTING.

Television

Salesmen

Technician, young man, veteran, one year with WSYR-TV. Wants job in TV sales, production. Excellent references. Box 310M, BROADCASTING • *TELECASTING.*

Technical

Engineer, first phone license. 1 and 5 kw. AM transmitter experience. Graduate SRT-TV New York. Single. Will travel. Victor Fiorentino, 5915 Lexington Ave., Hollywood 38, Calif.

Production-Programming, Others

Exceptional young woman managing editor highly successful daily newspaper wants to switch creative talents to TV, Los Angeles area. Immediate asset news or continuity staff. Radio broadcasting, scriptwriting experience. Attractive; personality. Excellent references. Box 267M, BROADCASTING • *TELECASTING.*

Topnotch girl copywriter, alert to TV's future, desires on-job training TV advertising. 8 years experience newspaper, 1 year radio, copy layout, sales, promotion, supervision. Best references. Box 268M, BROADCASTING • *TELECASTING.*

For Sale

Stations

Southwest. Language station. Earns $5000 month. $150,000 with terms. Box 311M, BROADCASTING.

Midwest regional daytime network station. Medium size market. Controlling interest for sale. Original investment is the asking price. Box 349M, BROADCASTING.

Equipment, etc.

Bargain. Three used sure dynamic low impedance mikes, less cable, two recently returned factory overhauled. Sell highest bidder. Box 265M, BROADCASTING.

For sale: One RCA 50 kw transmitter type 5A-50 B. Has been modified to keep pace with the rigid requirements of the FCC in the present day broadcasting standards. Is still operating 20 hours per day. If in need of well maintained, high power radio transmitter, this is your chance to get a bargain. Your inspection solicited. Box 347M, BROADCASTING.

Complete FM station, including transmitter, monitor, transmission line, antenna elements, Iso coupler, studio equipment and 158 FM bus receivers with speakers and antennas. For further particulars, contact Dick Welna, KBON, Omaha, Nebraska.

Priced to sell: 300 foot Andrews guid tower, lighting; ground system, 48,000 feet copper wire; G. E. model-BTIA1 type BTIA FM transmitter, BMIA type monitor; Parmetal transmitter cabinet, 84 by 30 by 20; consolette, KGKB, Tyler, Texas.

For sale one Presto tape play-back, both speeds and all accessories. Never been used. $100.00. WBUY, Lexington, N. C.

Wanted to Buy

Stations

Wanted, profitable station located midwest doing minimum $75,000.00 a year. Prefer single station market. Box 314M, BROADCASTING.

Wanted to buy. Potentially good radio station. Details, approximate price first letter. Confidential. Box 322M, BROADCASTING.

LUKY RADIO STATION
LUKY TELEVISION STATION
LUKY ADVERTISING AGENCY

ANNOUNCES

THE APPOINTMENT OF

John Moore Dough

AS ITS—

(CHECK ONE) √

- PRESIDENT ☐
- VEEP ☐
- GENERAL MANAGER ☐
- PROGRAM PRODUCER-DIRECTOR ☐
- ABLE ASSISTANT ☐
- BIG BROOM ☐
- CHIEF CHEESE ☐
- ETC.-ETC.-ETC. ☐

Yes—

YOU COULD BE THE LUKY RADIO OR TELEVISION STATION OR ADVERTISING AGENCY TO MAKE SUCH AN ANNOUNCEMENT—AND WHILE OUR HERO'S NAME ISN'T JOHN MOORE DOUGH—SUCH AN ANNOUNCEMENT WOULD MEAN JUST THAT AND MANY MOORE THINGS TO YOUR ORGANIZATION.

COME MARCH 15 (better make it APRIL 1) THIS GENIAL GENIUS WILL BE READY TO CONSIDER ANY AND ALL OFFERS AND PROPOSITIONS FOR HIS SERVICES. HURRIEDLY HEREWITH HIS HISTORY: 45 YEARS YOUNG—IRISH ANCESTRY—RED HAIR—22 YEARS BACKGROUND AND EXPERIENCE IN ALL PHASES OF THE BROADCASTING-TELEVISION INDUSTRY—10 YEARS WITH NATIONAL NETWORK IN NEW YORK—EXCELLENT CONTACTS WITH AD AGENCY—RADIO—TELEVISION—RECORDING—PUBLIC SERVICE—AND GOVERNMENT EXECUTIVES THRUOUT THE NATION. PRESENTLY VERY BUSY—UP TO HERE IN WORK—BUT, WITH SENSIBLE REASONS FOR WANTING TO MAKE A CHANGE. THIS IS STRICTLY HONEST, LEGITIMATE, BONAFIDE, ON THE UP AND UP. (PLEASE) ONLY REPLY ON THIS SAME BASIS. WILL BE DELIGHTED TO DISCUSS ANY SINCERE OFFER. SO—RUN DON'T WALK TO YOUR NEAREST METHOD OF COMMUNICATION.

ADDRESS: BOX 400M, BROADCASTING • TELECASTING

XUM

Wanted to Buy (Cont'd)

Equipment, etc.

Wanted: 1 kw AM transmitter. Antenna tuning unit, flasher and photoelectric control. Box 805L, BROADCASTING.

Wanted: 5 KW AM transmitter. Also: 1 kw and 10 kw short wave transmitters. Description, price, please. Box 57M, BROADCASTING.

Wanted—Approximately 700 feet 1⅝" transmission line. 52 ohm. Communications products type 505 preferred. State age, condition and price. Glen Klein, KAUS, Austin, Minnesota.

Will pay cash for General Electric 250 watt FM transmitter and monitor. WJOC, Jamestown, New York.

Miscellaneous

Attention program packagers, TV and AM. Well known radio station manager interested in being west coast distributor. Lots of contacts. Box 290M, BROADCASTING.

Interested in joining television package agency. Can contribute some capital, television and motion picture cameras nd equipment for scenery shop and lighting. Have stage and television background. Box 350M, BROADCASTING.

Commercial crystals and new or replacement broadcast crystals for Bliley, Western Electric, RCA holders, etc., fastest service. Also monitor and frequency measuring service. Eidson Electronic Co., Temple, Texas, phone 3-3901.

Announcers

Managerial

EXECUTIVE ABILITY—

13 years management network regional stations

20-year successful industry reputation

Currently employed but ambitious for greater potential

WILL BE AT NARTB CONVENTION

Suggestions welcome
Replies confidential

Box 323M, BROADCASTING

For Sale

Equipment, etc.

FOR SALE

5 kw AM model 355-E-1 Western Electric Transmitter in good operating condition.

KHQ Spokane Washington

Employment Service

EXECUTIVE PLACEMENT SERVICE

We have selected General, Commercial and Program Managers; Chief Engineers, Disc Jockeys and other specialists. Delays are costly; tell us your needs today.

HOWARD S. FRAZIER
TV & Radio Management Consultants
728 Bond Bldg., Washington 5, D. C.

2
of every
3
PERSONNEL ORDERS
are for
ENGINEERS
(First Phone)
Write for Placement Forms
Edward C. Lobdell Associates
17 East 48th St., New York 17, N. Y.

ARMORY SHOW
WHAS Turns Away Crowds

WHAS-AM-TV Louisville turned away more people than it entertained in the Jefferson County Armory fortnight ago in proving that radio can do a good job of promoting itself—and television as well.

The station attracted 18,500 people to the armory, but only 8,500 got in to see WHAS' *Old Kentucky Barn Dance*, WHAS-TV's *Hayloft Hoedown* and a new line of Ford automobiles which were on display. It was the largest gathering since the Hadacol show.

Entertainers spent an hour during the Ford display signing autographs of an audience that began thronging to the armory long before opening time.

Crowds continued to gather even after the radio show ended. As a result, several members of the radio cast, along with Vice President Vic Sholis and Sales Director Neil Cline, had difficulty regaining entrance.

Front Office

(Continued from page 58)

Rosenman, Goldmark, Colin & Kaye, N. Y., named partners in the f

ROY M. FLYNN, director of technical and engineering develop at KRLD-AM-FM-TV Dallas, appointed station ager of KRLD-TV.

Mr. Flynn

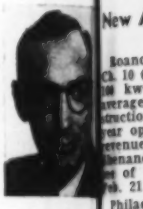
RICHARD WALSH, director of sales-publicity-spe KGER Long Beach, Calif., to KFI Los Angeles account executive.

HARRY KLATT, Howard McCollister Agency, L to WMAY Springfield, Ill., sales staff.

H. D. NEUWIRTH, sales and advertising manager Self Winding Clock Co., N. Y., to sales staff of WM New York.

FRED A. PALMER, radio consultant, Worthington, Ohio, will cond a radio sales training clinic today (Monday) for salesmen from f western states at the Los Angeles' Biltmore Hotel.

TONY MOE, sales promotion manager for KNXT (TV) Los Angel appointed account executive.



Mr. Moe

ROBERT L. HAMMETT, partner in the firm of A. EARL CULLUM Jr., Dallas, Tex., announces opening of his office as consulting radio engineer at 230 Bankers Investment Bldg., San Francisco.

LEN ADAMS, advertising department of the *Cleveland News* and SALLY PRICE, *Sun Press*, Shaker Heights, Ohio, to WSRS Cleveland as account executives.

RALPH KLEIN, WICC Bridgeport, Conn., and GRAEME DAWSON the *West Hartford News*, to WDRC Hartford, Conn., as account exe utives.

Personals . . .

KEN CARTER, general manager of WAAM (TV) Baltimore, presente with a special award for the station's "humanitarian service to co munity and nation" on behalf of 1952 March of Dimes. Citation wa presented by George L. Radcliffe, Maryland state chairman for the drive. . . . ELIAS I. GODOFSKY, late president and general manager of WHL Hempstead, L. I., honored with a posthumous brotherhood award Feb. 1 by the Brotherhood Committee of Hempstead. . . . WALTER HAASE station manager of WDRC Hartford, Conn., named head of speaker bureau for the city's 1952 Red Cross drive. . . . BOB BLUM, sal manager of KEEN San Jose, Calif., elected president San Jose Litt League Baseball. . . . WORTH KRAMER, vice president of WJR De troit, directed radio activity for the city's Brotherhood Week Feb. 17 sponsored by the Detroit Round Table of the National Conference o Christians and Jews. . . . GEORGE COMTE, assistant to the statio manager, WTMJ-AM-TV Milwaukee, placed on active duty for two week as a major in the Army Reserve to attend an economic mobilizatio course in Milwaukee. . . .

FINLAY MacDONALD, manager of CJCH Halifax, elected president o Maritime Assn. of Broadcasters at annual meeting.

Mich. CD Network

MICHIGAN civil defense officials are working on a plan to enlarge the Michigan Conservation Dept.'s radio network to be used to disseminate air raid warnings instead of the state police network, which would be overloaded in the event of a disaster. Brig. Gen. Lester J. Maitland, defense director, said $112,783 would be spent on the project. The finance committee of the State Administrative Board recommended turning over to Gen. Maitland $56,391 of a $170,000 appropriation to match an equal amount of federal funds to improve the network.

Italian Coverage

WOV New York, bi-lingual ind pendent, has announced it wi again have on-spot translatio into Italian of U. S. Presidenti conventions. Station, which pla broadcasts as public service f Italian-speaking New Yorkers, in vited fellow broadcasters in For eign Language Quality Network t share in coverage for commercia broadcast if they choose.

FIRST annual winter festival spo sored by WGAR Cleveland last we attracted 1,500 youngsters and collec donations for the city's Heart Socie Fund. Show consisted of 25 silv skates races and seven figure skati acts.

California
$20,000.00

An attractive small city operation that offers ideal living and working conditions. Located in a rich agricultural and lumbering area. Most of fixed assets are rented.

East Central
$65,000.00

A fulltime network station operating very profitably with no local competition. City retail sales in excess of $20,000,000.00. Favorable financing arranged.

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn Washington Bldg. Sterling 4341-2	Ray V. Hamilton Tribune Tower Delaware 7-2755-6	Lester M. Smith 235 Montgomery St. Exbrook 2-5672

FCC roundup

New Grants, Transfers, Changes, Applications

box score

SUMMARY THROUGH FEBRUARY 21

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM Stations	2,333	2,316	92	317	203
FM Stations	639	572	77	9	8
TV Stations	108	93	15	497	182

(Also see Actions of the FCC, page 98)

* * *

Non-Docket Actions . . .

AM GRANT

Portage Bcstg. Co., Portage, Wis.—Granted 1350 kc, 1 kw, daytime; engineering conditions. Estimated construction cost $29,440. Principals are W. T. Comstock (president and 92% owner), majority stockholder in Comstock Publishing Co.; Stanley Buckles (secretary-treasurer and 7.7% interest), reporter for *Portage Daily Register*, and Harold Sommers (vice president and 2% interest), owner of Coast-to-Coast store in Portage. Granted Feb. 15.

FM GRANTS

Olney Bcstg. Co., Olney, Ill.—Granted 92.9 mc (Ch. 225), 18.38 kw, antenna 290 ft.; engineering conditions. Estimated construction cost $9,315, estimated first year operating cost $4,800, estimated first year revenue $12,000. Grantee is licensee of WVLN Olney. Granted Feb. 15.

Coastal Plains Bcstg. Co., Tarboro, N. C.—Granted 104.3 mc (Ch. 282), 2.95 kw, antenna 300 ft.; engineering conditions. Estimated construction cost $16,-780.25, estimated first year operating cost $6,000, estimated first year revenue $12,000. Grantee is licensee of WCPS Tarboro. Granted Feb. 15.

WSLN Delaware, Ohio—Granted 91.1 mc (Ch. 216), 10 w, non-commercial educational. Grantee is Ohio Wesleyan U. Granted Feb. 15.

New Applications . . .

TV APPLICATIONS

Roanoke, Va.—Roanoke Bcstg. Corp., Ch. 10 (192-198 mc), ERP 200 kw visual, 100 kw aural, antenna height above average terrain 1,973 ft. Estimated construction cost $308,000, estimated first year operating cost $120,000, first year revenue not estimated. Applicant is Shenandoah Life Insurance Co., licensee of WSLS-AM-FM Roanoke. Filed Feb. 21.

Philadelphia, Pa.—Westinghouse Radio Stations Inc., UHF Ch. 17 (518-524 mc), ERP 200 kw visual, 100 kw aural, antenna height above average terrain 533 ft. Estimated construction cost $463,000, estimated first year operating cost $450,000, first year operation expected to be conducted at substantial loss. Applicant is licensee of KDKA-AM-FM Pittsburgh, WBZ-AM-FM-TV Boston, WBZA-AM-FM Springfield, KEX-AM-FM Portland, WOWO-AM-FM Fort Wayne and international bcstg. station WBOS Boston; WRS has filed for TV stations in Pittsburgh, Portland and Fort Wayne. Filed Feb. 21.

Wausau, Wis.—WSAU Inc., Ch. 7 (174-180 mc), ERP 200 kw visual, 100 kw aural, antenna height above average terrain 436 ft. Estimated construction cost $270,169, estimated first year operating cost $200,000, estimated first year revenue $200,000. Applicant is licensee of WSAU Wausau. Filed Feb. 15.

Clarksburg, W. Va. — Ohio Valley Bcstg. Corp., Ch. 12 (204-210 mc), ERP 50.6 kw visual, 25.3 kw aural, antenna height above average terrain 741 ft. Estimated construction cost $253,283.36, estimated first year operating cost $200,000, estimated first year revenue $250,000. Applicant is licensee of WBLK Clarksburg. Filed Feb. 15.

Bristol, Va. — Appalachian Bcstg. Corp., Ch. 5 (76-82 mc), ERP 100 kw visual, 50 kw aural, antenna height above average terrain 1,964 ft. Estimated construction cost $314,530, estimated first year operating cost $259,000, estimated first year revenue $415,552. Applicant is licensee of WCYB Bristol. Filed Feb. 15.

AM APPLICATION

Mountain Home, Ark. — Mountain Home Bcstg. Corp., 1490 kc, 250 w, fulltime. Estimated construction cost $13,-362.75, estimated first year operating cost $25,000, estimated first year revenue $32,500. Principals are President R. S. Wheeler Jr. (25%), general manager and 62½% owner of KHOZ Harrison, Ark., Director Betty Lou Wheeler (25%), wife of Mr. Wheeler and 12½% owner of KHOZ, Secretary-Treasurer Bruce C. Washburn (25%), program director of KHOZ, and Director Elexene Washburn, wife of Mr. Washburn and former teacher at Lakin High School, Lakin, Kans. Filed Feb. 21.

TRANSFER REQUESTS

KCRT Trinidad, Col.—Assignment of license from Ernest M. Cooper and Rembert O. Coyle to Harvey R. Malott for $20,000. Mr. Malott is newspaper broker in Kansas City, Mo. Filed Feb. 7.

KMO Tacoma, Wash.—Assignment of license from Carl E. Haymond to KMO Inc. Change from individual to corporation only; no monetary consideration. Filed Feb. 7.

KIT Yakima, Wash.—Assignment of license from Carl E. Haymond to KIT Inc. Change from individual to corporation only; no monetary consideration. Filed Feb. 7.

WKLJ Sparta, Wis.—Assignment of license from Victor J. Tedesco to Sparta-Tomah Bcstg. Co. Change from individual to corporation only; no monetary consideration. Filed Feb. 7.

KLX-AM-FM Oakland, Calif.—Transfer of control from Tribune Building Co. to Joseph R. Knowland, J. Russell Knowland Jr. and William F. Knowland, as voting trustees. No actual change of ownership or control; no monetary consideration. Filed Feb. 11.

WERL East Ranielle, W. Va.—Assignment of CP from Sam W. Caudill tr/as Greenbrier Bcstg. Co. to Marvin I. Thompson for $1,015 and assumption of certain expenses involved in construction of station (estimated construction cost $8,830, estimated first year operating cost $40,000, estimated first year revenue $48,000). Mr. Thompson owns 50% of WIBK Knoxville, Tenn. Filed Feb. 11.

KPRL Paso Robles, Calif. — Assignment of license from Leslie Henry Hacker to Dale J. Schwartz and Bernard Schwartz d/b as Radio Station KPRL for $25,000. Dale J. Schwartz is chief engineer and manager of KPRL and chief engineer of KVEC San Luis Obispo, and Bernard Schwartz is radio, television and magazine free-lance writer. Filed Feb. 13.

WAUX Waukesha, Wis.—Transfer of control W-A-U-K Bcstg. Co., licensee, to Charles E. Williams and Norman E. Schley. There will be a reduction of stock outstanding by 85 shares and 124 shares will be transferred to Messrs. Williams and Schley. Mr. Williams is sales manager of WAUX and Mr. Schley is a CPA in Waukesha. Filed Feb. 13.

KYOR Blythe, KROP Brawley, KREO Indio and KPRO-AM-FM Riverside, all in California—Involuntary assignment of license from Bcstg. Corp of America to William B. Ross, trustee in bankruptcy. No monetary consideration. Filed Feb. 14.

WLBE Leesburg, Fla.—Transfer of control WLBE Inc. to Paul A. Husebo (50%) and Wendell F. Husebo (50%) for $79,000. Paul A. Husebo is general office manager for a Minneapolis wholesale hardware firm. William F. Husebo is manager of WTRF Thief River Falls. Filed Feb. 14.

WINX Rockville, Md.—Assignment of CP and license from United Bcstg. Co. to Montgomery County Bcstg. Co. Transfer to subsidiary corporation and no change of ownership or control; no monetary consideration. Filed Feb. 14.

WONW Defiance, Ohio—Assignment of license from R. W. Crowell, Lloyd P. Basil, Ed W. Kuns, Robert S. Burke and Carl N. Fox, d/b as Defiance Bryan Paulding Bcstg. Co., to Tri-State Bcstg. Co. Change from partnership to corporation; no monetary consideration. Filed Feb. 14.

WHLI-AM-FM Hempstead, N. Y. — Relinquishment of control through sale of 10% interest (20 shares of stock) now held by Miriam N. Godofsky, executrix of estate of Elias N. Godofsky, deceased, to Paul Godofsky for $6,500. After transfer Mrs. Godofsky will hold 45% interest (90 shares). Filed Feb. 20.

WPLH-AM-FM Huntington, W. Va.—Transfer of control from Flem J. Evans and Charlene Evans to William J. Newton for $5,500 for 125 shares of stock. Mr. Newton will cancel demand note given to him by Mr. Evans amounting to $12,400, together with cancellation of personal obligations. Filed Feb. 21.

KMLW Marlin, Tex.—Assignment of CP from W. L. Pennington tr/as Falls County Public Service to Hugh M. McBeath and Charles E. Regan, partnership d/b as Falls County Public Service, for $2,000. Mr. McBeath is employed in graphic arts division, Fairchild Camera & Instrument Corp., Jamaica, N. Y., and Mr. Regan is an attorney. Estimated construction cost $179.50, estimated first year operating cost $33,-600, estimated first year revenue $45,-600. Filed Feb. 21.

FCC Actions

(Continued from page 99)

February 21 Applications . . .

ACCEPTED FOR FILING

License for CP

WLAN-FM Lancaster, Pa. — License for CP, as mod., authorizing new FM station.

Modification of CP

WCEN Mt. Pleasant, Mich.—Mod. CP, as mod. and reinstated, authorizing power increase, DA-N, change in operating hours, etc., to make changes in the max. expected oper. value and for extension of completion date.

WSPE (FM) Springville, N. Y.—Mod. CP, as mod., authorizing new noncommercial educational FM station, for extension of completion date from Feb. 20 to Feb. 28.

Allocations Supplement

BROADCASTING • TELECASTING will publish in complete text the *FINAL TELEVISION ALLOCATIONS REPORT*. Subscribers will receive the supplement without charge. Extra copies will be available, as long as the supply lasts, at $3 each.

REACHES 93,217 RADIO FAMILIES
WEOK
POUGHKEEPSIE
REPRESENTED BY DEVNEY

HAMER HONORED

Given Silver Medal

SILVER medal "for service of unusual value to the Dept. of Commerce" was presented Tuesday by Secretary of Commerce Charles Sawyer to Robert C. Hamer, chief of the Quality & Equipment Statistics Section of the Census Bureau's Population & Housing Division.

The award was based on "very valuable contributions to the technical aspects of the 1950 Census of Population Housing and outstanding leadership in the field training census."

So you never knew WASHINGTON had hayseed?

If you have never heard of Eddy Arnold, Cactus Matt, Pete Cassell, Lily and Curley, Don Owens, or Zeb Turner, you have been living on Madison Avenue too long! These Western-hillbilly recording stars have made WEAM the most popular independent station for miles around the Nation's Capital. Thank you, Purina, for proving our point with your award.*

Advertisers interested in hitching a profitable ride on our haywagon, call Don Cooke or us.

WEAM

THE WASHINGTON AREA'S MOST POWERFUL INDEPENDENT

* *See the RALSTON PURINA spread on pages 14-15, this issue.*

Powell Crosley Jr., WLW founder, re-enacts first broadcast. He held microphone near home phonograph as "The Song of India" played. Studio was Crosley living room.

* * *

This was "mobile unit" from which WLW broadcast Cincinnati air races in 1924. A mike was rigged on a stake-body truck that could as well have been used for hauling hay. It was a sporty occasion, so the announcer wore knickers.

* * *

Red Barber, now sports counsel to CBS Radio and Television, one of many of today's stars who got start at WLW. Here he broadcasts 1936 game of Cincinnati Reds.

* * *

CROSLEY'S 30 YEARS

Birthday Celebration

FROM 50 w to 50,000; from a squeaky radio station in its founder's living room to a mammoth layout of radio-television operations. That's the 30-year record that Crosley Broadcasting Corp. will celebrate beginning March 1.

It will be the 30th birthday of WLW Cincinnati and the fourth anniversary of its sister station, WLWT (TV).

The events will be marked by special broadcasts and other features, touched off by a simulcast March 1 over which Dave Garroway will preside as master of ceremonies. Some of the many stars who got their starts at WLW will be on hand to share the celebration.

It may be as a preparatory school for radio's big-time that WLW is most outstanding. WLW graduates today are at work at major networks and advertising agencies. Some are star talent; others are production executives.

The latest to jump from WLW to national prominence are Rosemary Clooney and Doris Day. Before them were such entertainers as the Mills Brothers, Fats Waller, the Ink Spots, Smilin' Ed McConnell, Jane Froman and Jack Berch.

Mr. Dunville

Ed Byron, who produces *Mr. District Attorney* learned radio at WLW. So did Jack Zoller, director of NBC's *Cavalcade of America*, Harry Holcomb producer, and Burt Farer, musical director, of NBC's *Curtain Time*, Norman Corwin headed WLW's newsroom in 1936 before he became one of the most noted writers in radio.

For 15 of WLW's 30 years, Crosley Broadcasting has been in the administrative hands of James D. Shouse, now chairman of the board, and Robert E. Dunville, now president.

Both are industry leaders and have pioneered in many developments of profound influence in broadcasting.

Aside from its reputation as a "cradle of the stars," the station has figured prominently in the development of both business and technical progress. Its merchandising system, among the most vigorous in radio, was evolved before most radio stations paid much attention to that activity. Its technical advances have taken it into the area of super-power, where it operated until the FCC cut out such facilities in 1939.

WLW went on the air March 2, 1922. A few months later, the station went to 500 w.

In 1925 it began operating with a 5 kw transmitter and with that became the most powerful regularly operated station in the world at that time.

In October, 1928, the medium-wave WLW began 50 kw transmissions on the 700 kc clear channel that meanwhile had been granted by the Federal Radio Commission.

It was five and a half years later —May 2, 1934—that the station went on the air with 500 kw, broadcasting from an antenna tower 831 feet tall.

Super-power was discontinued in 1939, and the station went back to its present 50 kw. In the 40's, Crosley constructed three shortwave transmitters at Bethany, Ohio, with a forest of 80 antenna poles, biggest layout of its kind. These facilities now are used by the government in its world-wide broadcasting.

Crosley Corp., to which the company's name had been changed from Crosley Radio Corp. in 193[illegible], became a subsidiary of Avco Mfg. Co. in 1945. The next year the broadcasting division became a separate entity, the Crosley Broadcasting Corp.

WLW broadcast with super-power of 500 kw from 1934 to 1939. Here Mr. Crosley breaks ground for the 831-ft. tower from which station threw this awesome signal. After tower was built, President Roosevelt pushed button that put new facilities on air.

In 1937 WLW established Everybody's Farm. James D. Shouse, Crosley Broadcasting Corp. board chairman (second from r), was interviewed on program dedicating farm, from which nearly 4,000 broadcasts have now been made.

KGO-AM-TV POSTS

Francis, McCarthy Named

NEW station managers were named last week for KGO and KGO-TV San Francisco.

Vincent Francis, sales manager of KGO-TV, was promoted to station manager for the television operation, and C. L. McCarthy, former vice president and general manager of KQW (now KCBS) San Francisco, was appointed manager of the AM operation.

Gayle Grubb, recently named an ABC vice president, will remain as general manager of the combined AM-TV operations.

David Sacks, local sales representative for KGO-TV, was promoted to San Francisco manager of spot sales for ABC-TV.

The appointments were announced Thursday by William Phillipson, director of ABC's western division. The appointments, he said, are in line with ABC's policy of placing greater and individual emphasis on AM and TV.

Telestatus

(Continued from page 78)

of the two permits a large screen view of the action on a set and a change of focus of the camera while in operation.

The system of continuous focusing is designed to eliminate halts in production to change focal setting of a camera. The large screen viewing is to aid in lighting and to pick out flaws in the picture while it is being photographed, Mr. Lyons said.

Two complete mobile units have been readied and will be available to studios within a few weeks on a rental basis, it was said. They were constructed under the supervision of Jack Strauss, vice president and chief engineer.

* * * *

Godfrey Takes Top Spot In Nielsen January Report

ARTHUR GODFREY, star of CBS Radio and CBS Television, took top three places in percentage ratings of the Nielsen national report for the two weeks ending Jan. 26.

NIELSEN-TV-RATING *
PERCENT OF TV HOMES REACHED IN PROGRAM STATION AREAS

Rank	Program	Homes %
1	Godfrey's Scouts (CBS)	58.0
2	Godfrey & Friends (Toni-Gillette Razor Co.) (CBS)	56.5
3	Godfrey & Friends (Liggett & Myers Tobacco) (CBS)	55.2
4	Texaco Star Theatre (NBC)	52.6
5	Red Skelton (NBC)	51.5
6	I Love Lucy (CBS)	51.0
7	Show of Shows (Reynolds, R. J., Tobacco) (NBC)	48.8
8	Colgate Comedy Hour (NBC)	48.6
9	Fireside Theatre (NBC)	47.9
10	Show of Shows (Participating) (NBC)	46.8

* Average Audience Basis.
Copyright 1952 by A. C. Nielsen Co.

One-Man Script Shows

That tie up a Sponsor for a *long* life. Well written! Low price! Free presentation to help you sell 'em. WRITE FOR "SAMPLE!"

MERCHANDISING DIVISION
NATIONAL RESEARCH BUREAU, INC.
CHICAGO 10, ILL.

KECC STRIKE

Dispute Settled Quickly

KECC Pittsburg, Calif., was put off the air for several hours last week by a strike of its three-man engineering staff. The engineers walked out in a dispute over union recognition.

The men walked out shortly before noon last Tuesday but by evening the station was broadcasting again with management personnel in the engineer jobs. The following morning management agreed to recognize the union as bargaining agent and the strike was called off.

IBEW, meanwhile, settled four other contract negotiations peacefully in San Francisco-Oakland last week. Contracts for wage increases were signed by KYA and KJBS San Francisco and KROW and KLX Oakland.

At KJBS the engineer-combination men won $10 weekly raises, bringing their scale to $115. KYA and KROW won $7.50 weekly raises, bringing the KYA scale (for 5 kw station) to $112.50 and the KROW scale (1 kw station) to $105. KLX engineers also got a $7.50 weekly increase and management agreed that when the station goes from its present 1 kw to 5 kw power, as planned, the engineers' scale would automatically be raised to the prevailing level for that power.

However, the increases at all stations will not be granted in lump sum but must come as cost-of-living raises based on bi-yearly Bureau of Labor Statistics index. Thus the engineers will receive less than half of their increase immediately. The current index allows them only a 2.9% increase, which is retroactive to November 1. On May 1 they will be eligible for a second increase, equal to the cost of living rise but not exceeding the total of the wage increases agreed to in negotiations. The union also won health and welfare insurance benefits, the premium to be paid by the stations.

ANA MEETING

Radio Rates Not Involved

ASSN. of National Advertisers' spring meeting will be held March 19-21 at the Homestead, Hot Springs, Va., ANA President Paul B. West announced last week.

The program, being drawn up by a committee under E. G. Gerbic, vice president of Johnson & Johnson, does not at this point include plans for formal discussion of the controversial radio rate question, spokesmen said. They deemed it unlikely that this issue—which ANA touched off and has helped to keep aflame by issuance of "studies" maintaining that radio time values have been reduced by the growth of TV—would occupy a major spot on the agenda.

ANA's Radio-TV Committee, currently headed by Walter Lantz of Bristol-Myers Co., has not undertaken another extensive review of radio time costs since the issuance of the last study several months ago, spokesmen reported.

SARGEANT O.K.'D

Senate Approves Nomination

HOWLAND H. SARGEANT was confirmed by the Senate last Wednesday as Assistant Secretary of State for Public Affairs, succeeding Edward W. Barrett, with policy responsibility for America's shortwave radio arm abroad.

Mr. Sargeant will concentrate solely on top-level decisions involving the Voice of America and other activities of the newly-created International Information Administration.

Dr. Wilson Compton, former president of Washington State College (KWSC Pullman, Wash.), already has assumed responsibility for operational functions. Foy D. Kohler, chief, International Broadcasting Division (VOA), becomes assistant administrator for International Broadcasting Services, newly designated, reporting to Dr. Compton.

Dr. Compton is expected to make other appointments when he returns from an overseas tour which has taken him to U. S. information centers in Europe.

The establishment of IIA [B•T, Jan. 28, 21] conforms substantially to recommendations offered by the U. S. Advisory Commission on Information, which favors a semi-autonomous agency functioning under an administrator.

In its latest report submitted to Congress Feb. 15, the commission recognized also "that there are powerful arguments in favor of taking the program out of the State Dept. altogether." But these arguments, the group held, "have not seemed decisive . . . as against the desirability of retaining a close connection between foreign policy formulation and the administration of the information program."

'READERSHIP' AD

BAB Issues Sales Guide

RADIO time salesmen—who daily are faced with the necessity of explaining to confused clients the difference between the total circulation figures so glibly tossed about by space salesmen and the individual program ratings by which radio audiences are measured—are this week joining in an industrywide chorus of thanks to Broadcast Advertising Bureau.

In an attractive, easy-to-understand book of only 15 pages, titled "A Guide for Radio Salesmen to Newspaper Advertising Readership," BAB presents a dramatic comparison between what radio talks about—"The net audience it delivers to advertisers, the audience of a specific program or the number of families tuned to a specific advertising message as measured by Pulse, Nielsen, Hooper, ARB, Conlan, etc."—and what newspapers talk about — "gross audience, their ABC circulation."

Very rarely, BAB points out, do newspapers mention "their only approximation of radio's net audience figures—the readership percentages developed by the Continuing Study of Newspaper Reading and the Starch Reports."

These surveys, BAB reports in a series of red and gray pie charts, show that "among admitted 'readers' of newspapers an average of 46% of men and 42% of women 'readers' do not see any national advertising; 56% of men and 52% of women 'readers' do not see any classified advertising; 56% of men and 12% of women 'readers' do not see any department store advertising; 58% of men and 43% of women 'readers' do not see any amusement advertising.

"Half or nearly half of the 'readers' of newspapers do not see a single headline, illustration, caption or word of many of these major advertising classifications," BAB declares.

Final page of the book is a seven-point check list for radio salesmen, detailing the ways in which they can most effectively make use of this information in their own sales presentations.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Goday

BERMUDA

On Records: The Bell Sisters—Vic. 20-4422; Ray Anthony—Cap. 1956; Roberta Lee—Dec. 27893; Jimmy Palmer—Mer. 5774.

On Transcriptions: Alan Holmes—Associated; Henry Jerome—Langworth.

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

at deadline

IRE CELEBRATES 40TH ANNIVERSARY

CELEBRATING completion of 40 years since its founding in 1912, Institute of Radio Engineers has chosen "Forty Years Sets the Pace, 1912 to 1952" as theme of annual convention, to be held in New York next week (March 3-6). Some 27,500 engineers from all parts of the world expected to attend the 42 technical sessions and to view the newest developments in electronics equipment and components of 256 exhibitors, filling four floors of Grand Central Palace. Technical sessions will be held in Waldorf-Astoria and Belmont Plaza hotels as well as in Grand Central Palace.

Covering full range of recent radio engineering developments in every field from medical electronics to digital computers, the more than 200 technical papers and 14 symposia offer much of interest to broadcast engineers. Agenda includes, for example, six sessions devoted to television, including Tuesday evening panel discussion of NTSC color standards and Tuesday afternoon session on problems of constructing TV stations and converting theatres to use as TV studios. Also scheduled are two sessions on UHF receivers and one on small UHF electron tubes.

Social events of four-day meeting include "get together" cocktail party Monday, President's luncheon Tuesday and annual banquet on Wednesday. Dr. W. R. G. Baker, General Electric Co. vice president, will be guest speaker at Tuesday luncheon. Charles E. Wilson, U. S. Director of Defense Mobilization, will speak on *In Strength Is Peace* at banquet.

BRIEF ARGUES TRANSITCASTS ARE UNCONSTITUTIONAL

TRANSITCASTING conflicts with First and Fifth Amendments, is therefore unconstitutional, anti-transit radio crusaders Franklin S. Pollak and Guy Martin argue in 56-page brief filed with Supreme Court today. Supreme Court is scheduled to hear oral argument March 3. Decision is expected to have far-reaching effects on specialized forms of FM broadcasting.

Single ultimate question raised by case is, according to brief, whether District of Columbia Public Utilities Commission may approve and uphold requirement of monopoly transit company in Washington that all bus and street car passengers be subjected to broadcasts of one radio station?

Questions raised in brief, filed by Washington attorneys Paul M. Segal, John W. Willis and Charles L. Black Jr., are these: (1) Do broadcasts deprive objecting riders of free use of their faculties and of their time and attention in violation of Fifth Amendment; (2) Do broadcasts violate First Amendment by forcing objecting riders to listen to speech they do not want to hear, make them unable to listen to speech they wish to hear or words they wish to read, make it difficult or impossible for objecting riders to speak to others.

Among more cogent phrases in citation-full brief are following:

By depriving them [objecting riders] of the freedom to use their faculties as they choose, it [the broadcasts] deprives them of liberty. By taking their attention and the full use of their time, it takes property. There are no countervailing rights which may be weighed against the rights of the objecting passengers.

Capital Transit and Transit Radio have done more than insert a foot in the door; with the aid of the Government, they have effectively pinned the rider down and forced him to listen.

SUCCESS STORY

TIP TO ADVERTISERS who want red carpet rolled out for them: Keep your program on the air for 25 years. NBC last Monday not only added half-hour at its own expense to 30 minutes regularly sponsored by Cities Service Co., but also tendered sponsor a lavish post-broadcast party in New York's Rainbow Room for which network picked up $10,000 check.

Business Briefly

(Continued from page 5)

on radio this year. All eight DeSoto dealers in Baltimore area took part in spots which occupied all available time during day.

N. Y. CENTRAL ADDS ● New York Central railroad, through Foote, Cone & Belding, N. Y., effective March 3 will add four markets to its schedule of early-morning 10 and 15-minute local breakfast programs. Contracts for 52 weeks.

AGENCY NAMED ● John I. Edwards & Assoc., L. A., appointed to handle advertising for Fire Detector Co., L. A. (firm alarm system); Mel Burns Inc., Long Beach, Calif. (Ford dealer) and Burns Ford Inc., Downey, Calif. Radio and/or TV used for all accounts.

FRENCH CAMPAIGN ● French Government Tourist Office and Air France will sponsor for 52 weeks new series, *To France With Music*, featuring Madame Angele Levesque, director of information center of French Government office in New York, Tues. and Thurs., 7:05-7:30 p.m. on WQXR New York. Agency, Benton & Bowles, N. Y.

RCA NY-HELSINKI LINK

H. C. INGLES, president, RCA Communications Inc., N. Y. announced opening yesterday (Sunday) of direct two-way radiophoto circuit between New York and Helsinki. New circuit provides for rapid transmission-reception of all types of pictorial material. With Helsinki addition, RCA Communications now operates radiophoto circuits between U. S. and 28 foreign countries.

STASSEN ON DuMONT

STASSEN for President Committee purchased 11-11:15 p.m. EST slot on 15 DuMont TV stations last Saturday for speech by their Presidential candidate, marking third purchase on DuMont in four weeks.

SIX SIGN TV CODE

SIX TV stations had subscribed at weekend to NARTB Television Code (early story page 74). Subscription forms were mailed last Tuesday. List comprises WDSU-TV New Orleans; WWJ-TV Detroit; WJAC-TV Johnstown, Pa.; WNBF-TV Binghamton, N. Y.; WTMJ-TV Milwaukee; KING-TV Seattle. Robert D. Swezey, WDSU-TV, chairman of Code-drafting group, wired this comment in connection with subscription: "Appreciate zeal and enthusiasm of my conferees on Code committee but believe it is my duty to take first plunge."

PEOPLE...

SARKES TARZIAN, owner of WTTS WTTV (TV) Bloomington, Ind., will be speaker at meeting of the Chicago Radio agement club in Sheraton Hotel's Boul Room at luncheon Wednesday.

R. C. FORCE, general manager of W Fremont, Ohio, has joined WKNK Musk Mich., as general manager.

WILLIAM F. TUCKER, commercial man KIRO Seattle, elected vice president of of trustees, Queen City Broadcasting operating KIRO. Officers re-elected were Haas, president; Harold N. Graves, vice dent and secretary-treasurer, and Abe F vice president.

THAD McCARTY, for past three years J. Walter Thompson Co., in Rio De Ja joins New York staff, effective immediate

THOMAS J. ELLIS, Cecil & Presbrey, to Adv., N. Y., as media director.

SELL RADIO HARD, ILLINO BROADCASTERS ADVISED

BROADCASTERS must sell radio seven a week 365 days a year, and use their facilities to promote medium, Illinois Br casters Assn. was told Friday at Springfi Ill., meeting. Walter Rothschild, WT Quincy, IBA board member, criticized works for "throat-cutting" tactics and clai they are "unconcerned" about welfare medium.

Mr. Rothschild criticized broadcasters their passive attitude and urged them to re their own faith in radio as the most effect sales medium with lowest cost. He spok chairman of IBA's Sales Committee. O members are W. Kenneth Patterson, WS Pekin; Charles Cook, WJPF Herrin, and Verne Flambo, WQUA Moline.

IBA elected Charles C. Caley, WMI Peoria, as new president, succeeding Ray Li say, WLBH Mattoon. Leslie C. Johns WHBF Rock Island, was elected vice presid and Mr. Cook was elected secretary-treasur Oscar C. Hirsch, WKRO Cairo, was elected three-year board term and William Ho WLPO LaSalle, to a one-year term. Ex-pre dent Livesay automatically joins board.

Strong stand against plans of U. of Illin to enter television was taken by IBA, affir ing previous opposition. New legislative co mittee will be named by President Caley a analyst will be appointed to watch for leg lation affecting IBA members. Next meeti will be held in summer.

Baseball and basketball discussion was by panel comprising Robert Burow, WD Danville; Merrill Lindsay, WSOY Decatu and Mr. Cook. Problems of political advert ing and billing, including libel responsibili considered in panel led by Mr. Flambo.

Burt Squires and Glenn Dalberg, Broa Music Inc., spoke on BMI's composer cont and series of sales clinics. Legislative rep made by committee comprising O. J. Kel WTAX Springfield, chairman; Walter Em son, WENR Chicago; William Holm, WL LaSalle; Frank Schroeder, WDZ Decatur, a Paul F. McRoy, WCIL Carbondale. Propo to seek right for broadcasters to report direct from legislative halls was approved by a sociation.

Illinois Assn. of A. P. Broadcasters at p convention meeting elected Robert W. Ec meyer, WTAD Quincy news editor, as cha man, and Bert DeBarr, WVLN Olney, a sistant chairman.

STONEWALL JACKSON: strategist

Battle of Shenandoah Valley

As long as Stonewall Jackson is remembered stories will be told of his amazing exploits. For example, how he outfoxed and defeated 50,000 troops with one-third that number in the Shenandoah Valley of Virginia; how he saved Richmond from capture; how he made a bonfire of General Pope's two mile supply train that was seen all the way to Washington.

Stonewall Jackson, Virginian and strategist, would have enjoyed the opportunity of capturing whole populations of Virginia in another way.

Havens & Martin Stations, First Stations of Virginia, command a hold on viewers and listeners of the Dominion State that is readily capturable by you, Mr. National Advertiser. John Blair & Company will tell you how.

WMBG AM **WCOD** FM

WTVR
RICHMOND VA.
HAVENS & MARTIN INC.
CHANNEL 6
the south's first television station

WTVR TV

Havens & Martin Stations are the *only* complete broadcasting institution in Richmond.
Pioneer NBC outlets for Virginia's first market.
Represented nationally by John Blair & Company

FIRST STATIONS OF VIRGINIA

WJR

the **GREAT VOICE** *of the* **GREAT LAKES**

millions listen millions buy!

Each radio home in WJR's coverage area spends almost 1,000 dollars a year on food!

		% of National Total
Population	12,601,300	8.3
Radio Homes	3,784,170	8.1
Food Sales	$3,266,766,000	9.4

Get *your* share of the tremendous food sales in the Michigan-Great Lakes area. Pre-sell these radio families on your products . by using WJR, the station with the greatest coverage in this area.

For specific success stories in this large food market, write WJR or see your Edward Petry representative today.

Remember . . . millions buy WJR-advertised products!

Radio—America's Greatest Advertising Medium

Represented nationally by Edward Petry & Company
WJR Eastern Sales Office: 665 Fifth Ave., New York

MARCH 3, 1952 35c PER COPY

BROADCASTING TELECASTING

W1145 A 10D Dec52 H-B
Detroit Public Library
Technology Dept
5201 Woodward
Detroit 2 Michigan

IN THIS ISSUE:

...ns Ban Blasted By Radio-TV
Page 23

...er Heads FCC; ...sley Named
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...-Time May Buy ...TOP AM-TV
Page 25

...nufacturers Face ...nti-Trust Probe
Page 27

...vings' Budgets ...r Local Radio
Page 27

TELECASTING
...ns on Page 63

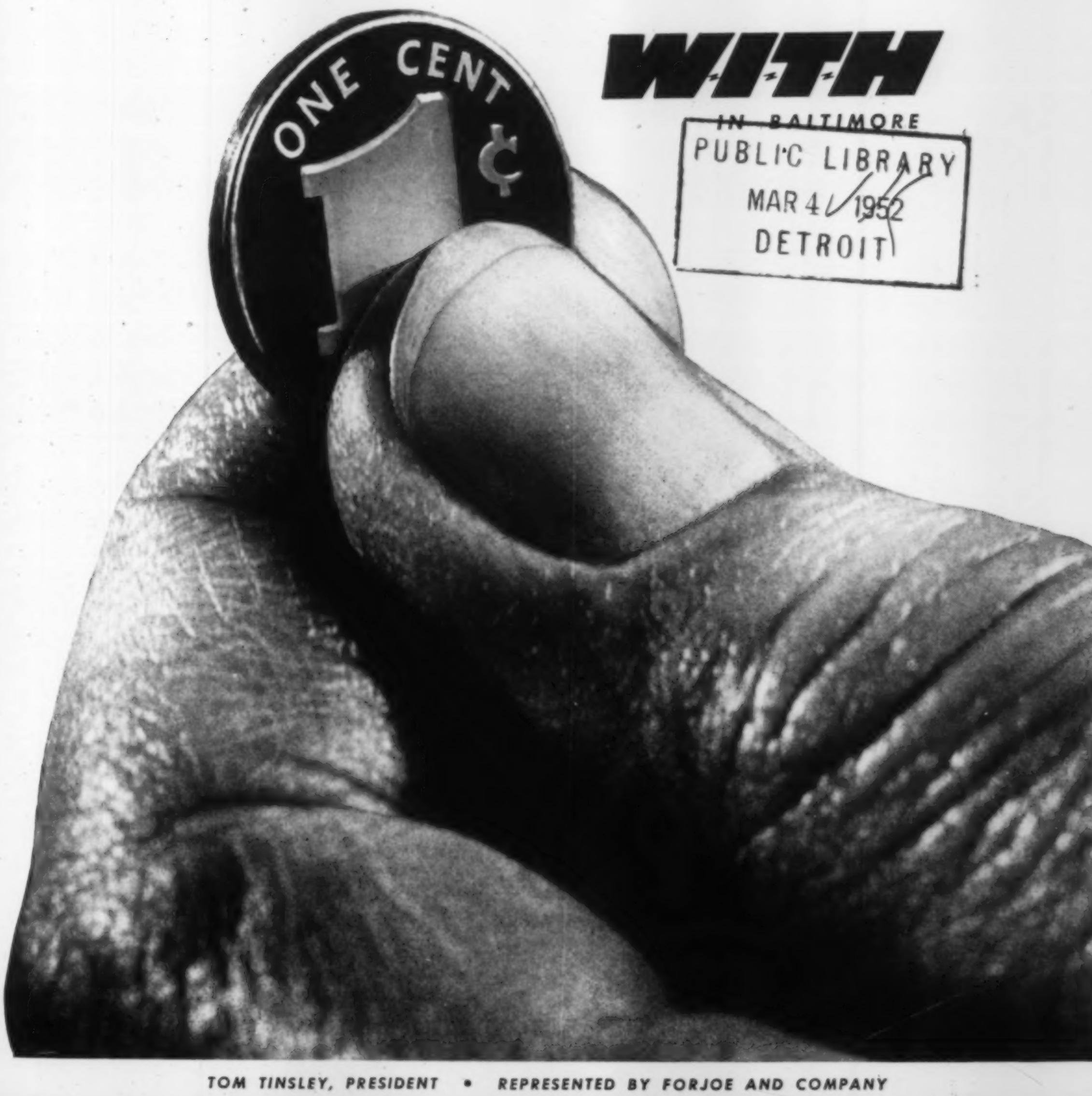
21ST year
...e Newsweekly ...Radio and ...levision

We like to talk t[o PENNY P]INCHERS!

Time buyers who watch every penn[y] ... ! Because on WITH every penny counts! WITH's rates are ... [W]ITH's audience is big. That's a combination that produces *low cost results.*

Here's proof: local advertisers *must* get immediate, profitable results from any advertising medium. *And WITH regularly carries the advertising of more than twice as many Baltimore merchants as any other station in town!*

Get the whole exciting story about WITH from your Forjoe man. Do it today!



WITH
IN BALTIMORE

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE AND COMPANY

PUBLIC LIBRARY
MAR 4 1952
DETROIT

XUM

Here's proof of QUALITY of WHAS PROGRAMMING...

"The Old Kentucky Barn Dance"

...draws 18,500 peop to Louisville's Armory.

Mobbed in the best Hollywood tradition for autographs, (l. to r.) Tom "Cactus" Brooks and Randy Atcher sign as thousands peer. Featured with them in the three hour "Old Kentucky Barn Dance" extravaganza were such WHAS stars as Janie Workman, Bob Fischer, The House Sisters, the Red River Ramblers, the Bell Family and Maggie Mae. All pre-program publicity was via WHAS.

JAMMING THE LOUISVILLE ARMORY! TURNING AWAY 10,000*! THE OLD KENTUCKY BARN DANCE MAKES HISTORY!

Farmers moved their milking schedules ahead . . . Traffic outside the Jefferson County Armory was backed up for three blocks . . . Even the cast had to fight their way in . . . for this history-making event.† And what was the magnet? The finest collection of local talent ever heard in the Kentuckiana area, "The Old Kentucky Barn Dance." This popular show is a regular Friday night feature on WHAS (7 to 8). Act now, availabilities won't last long.

*Official police estimate 8,500 capacity, 10,000 turned away.
†Armory Manager says biggest "building" crowd in Louisville history.

Basic Affiliate of the CBS Radio Netwo

WHAS

INCORPORATED • ESTABLISHED 1922

Louisville 2, Kentucky

50,000 WATTS ★ 1A CLEAR CHANNEL ★ 840 KILOCYCLES

The only radio station serving and selling all of the rich Kentuckiana Market

VICTOR A. SHOLIS, *Director* • NEIL D. CLINE, *Sales Direc*

ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES

Do Some *Independent* Thinking About Radio Today

People who care about their money are doing some hard thinking about radio today . . . some *independent* thinking. In fact, many national advertisers who formerly bought network radio are finding they get better results when they use the leading *independent* radio stations. Don't take our word for it—make us prove it. Write to any AIMS station listed below for all the facts.

JUST READ WHAT THESE *INDEPENDENT* THINKERS SAY:

"Sales overall for the month of November have tripled those of the same month last year, thanks to our daily 15-minute program on the Danny Ryan Show."

—To Radio Station WBBW, Youngstown, Ohio

—From Yahrling-Rayner Music Company Youngstown

". . . we scheduled advertising on your station to run through 10 days. In exactly half that time, however, your radio blast had been so effective that our Denver warehouse was almost entirely sold out."

—To Radio Station KMYR, Denver, Colorado

—From Bernstein Brothers, Pueblo, Colorado

THESE ARE THE LEADING *INDEPENDENT* RADIO STATIONS:

WCUE —Akron, Ohio
WBMD—Baltimore, Maryland
WBNY —Buffalo, New York
WJMO—Cleveland, Ohio
WVKO—Columbus, Ohio
KMYR —Denver, Colorado
KCBC —Des Moines, Iowa
WIKY —Evansville, Indiana
WCCC —Hartford, Connecticut
WXLW—Indianapolis, Indiana
WJXN —Jackson, Mississippi
KLMS —Lincoln, Nebraska
WKYW —Louisville, Kentucky
WMIE —Miami, Florida
WMIL —Milwaukee, Wisconsin
WKDA —Nashville, Tennessee
WBOK —New Orleans, Louisiana
WWSW—Pittsburgh, Pennsylvania
KXL —Portland, Oregon
WXGI —Richmond, Virginia
KSTL —St. Louis, Missouri
WMIN —Minneapolis-St. Paul
KNAK —Salt Lake City, Utah
KITE —San Antonio, Texas
KSON —San Diego, California
KYA —San Francisco, California
KING —Seattle, Washington
KREM —Spokane, Washington
WACE —Springfield, Massachusetts
KSTN —Stockton, California
WOLF —Syracuse, New York
KFMJ —Tulsa, Oklahoma
WNEB —Worcester, Massachusetts
WBBW—Youngstown, Ohio

They are all members of AIMS—Association of Independent Metropolitan Stations—each the outstanding *independent* station in a city

Aim for BULL'S-EYE results...with the AIMS GROUP

ASSOCIATION OF INDEPENDENT METROPOLITAN STATIONS · AIMS

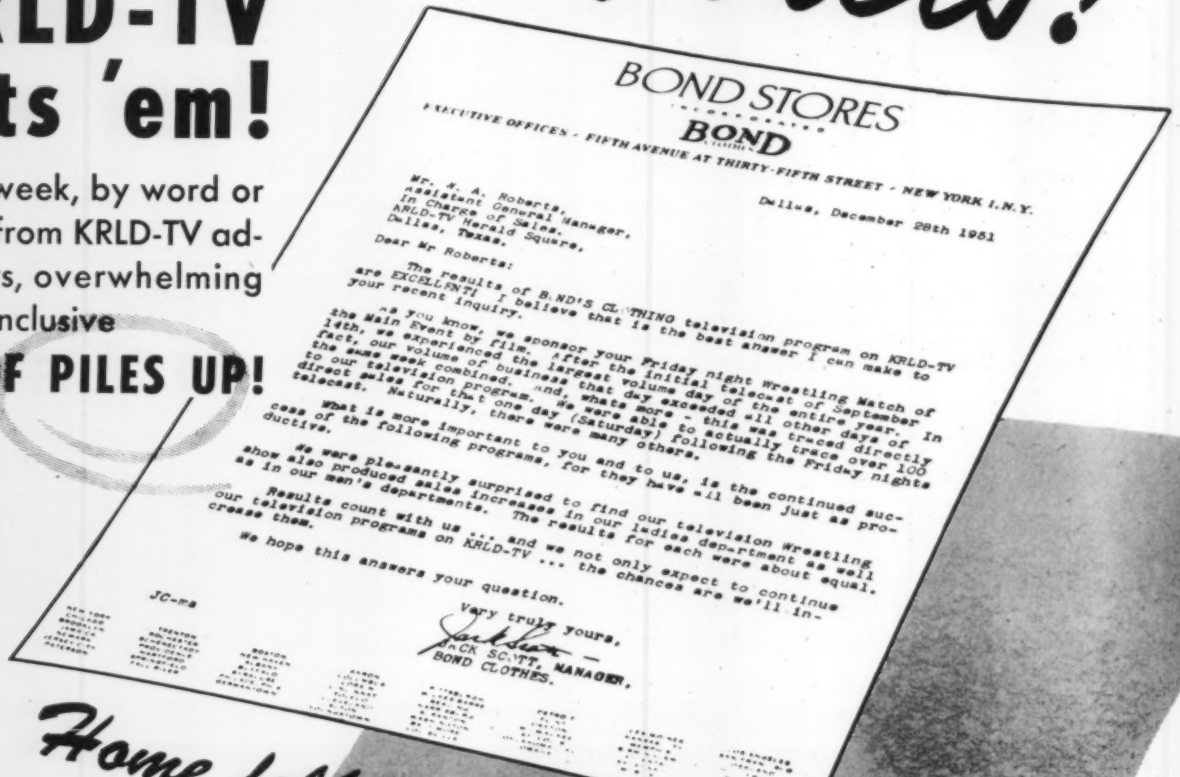
lished every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Sales Results!

KRLD-TV gets 'em!

Every week, by word or letters from KRLD-TV advertisers, overwhelming and conclusive

PROOF PILES UP!



BOND STORES

BOND

EXECUTIVE OFFICES - FIFTH AVENUE AT THIRTY-FIFTH STREET - NEW YORK 1, N.Y.

Dallas, December 28th 1951

Mr. M. A. Roberts,
Assistant General Manager,
in Charge of Sales,
KRLD-TV Herald Square,
Dallas, Texas.

Dear Mr Roberts:

The results of BOND'S CLOTHING television program on KRLD-TV are EXCELLENT. I believe that is the best answer I can make to your recent inquiry.

As you know, we sponsor your Friday night Wrestling Match of the Main Event by film. After the initial telecast of September 14th, we experienced the largest volume day of the entire year. In fact, our volume of business that day exceeded all other days of the same week combined. And, what's more - this was true directly to our television program. We were able to actually trace over 100 direct sales for that one day (Saturday) following the Friday nights telecast. Naturally, there were many others.

What is more important to you and to us, is the continued success of the following programs, for they have all been just as productive.

We were pleasantly surprised to find our television Wrestling show also produced sales increases in our ladies department as well as in our men's departments. The results for each were about equal.

Results count with us ... and we not only expect to continue our television programs on KRLD-TV ... the chances are we'll increase them.

We hope this answers your question.

Very truly yours,

JACK SCOTT, MANAGER,
BOND CLOTHES.

JC-rs

Home folks know Best!

Owners and Operators
of
KRLD
50,000 Watts
Serving Dallas—Fort Worth
and the Great Southwest

John W. Runyon, *President*
Clyde W. Rembert, *Managing Director*

This is why

KRLD-TV

CHANNEL 4, DALLAS

is your best buy

EXCLUSIVE OUTLET FOR CBS

PROGRAMS IN DALLAS • FT. WORTH

TEXAS' HIGHEST POWERED TV STATION - - *Serving the*
SOUTH'S LARGEST METROPOLITAN MARKET AREA

at deadline

CLOSED CIRCUIT

WHEN WILL network business situation stabilize—now that big accounts are entering second round in drive for rate concessions? Best guess is that, despite welter of evidence of radio's unapproached circulation, stability won't come until fall of 1953, when there will be more TV stations in more markets, and results thereby can be gauged.

AGGRESSIVE steps to meet radio rate-cutting attempts head-on expected to come out of unheralded meeting of NARTB's AM Committee today (Monday), with more to be heard of plans at Chicago convention.

RESULTS of confidential survey—still being held back—discloses that radio is *must* medium for dime-to-dollar consumer products (cigarettes, soaps, toothpastes, etc.) while TV pays off best for big non-repeats, like automobiles, refrigerators, carpeting, etc.

WHY'S THERE so much talk about network rate-talent deals, and nothing at all about printed media—notably magazines. Answer: When deal is made by account with magazine, special discounts, merchandising including kitchen sink, etc.) only two people know it. In network radio, 'tis argued, network first must get clearance of affiliates, then everybody knows about it.

ANNOUNCEMENT shortly will be made of appointment of Gayle Grubb, ABC vice president in San Francisco (KGO-AM-FM-TV) as vice president and director, Fort Industry Co. in charge of Detroit operations (WJBK-AM-FM-TV). He succeeds Richard E. (Dick) Jones, who resigned two months ago, but has not announced plans.

PRESIDENTIAL Telecommunications Advisor Haraden Pratt won't get around to U. S. domestic frequency problems—needs of government departments vs. private users—for another six months. While discussions with FCC and IRAC (Interdepartment Radio Advisory Committee) are held periodically, Mr. Pratt and his aides currently are mired in international broadcasting question and specifically 4 mc-27.5 mc band. Pressing need is to implement ITU Atlantic City agreement governing fixed service frequencies.

RE proposed "frequency management" policy drafted by executive unit of the Technical Policy Steering Committee fortnight ago, FCC reportedly has given its assent. Policy recognizes need for transfer of frequency rights among all users "as required in the national interest." Practical application of policy, when effected in due course, could mean greater share of spectrum space for radio-TV broadcasting and other private users through FCC, IRAC (Defense, State, other departments) relinquishes frequencies.

SIGNS of interest in TV network station performance under new video code already apparent, with more than one group recording

(Continued on page 6)

McCANN-ERICKSON ANNOUNCES PROMOTIONS

PROMOTIONS for seven executives of McCann-Erickson, N. Y., announced by Marion Harper Jr., agency president.

Thomas H. Lane, vice president in charge of radio and TV, elected to board of directors and will assume new duties as senior service division manager, reporting to president. Alfred J. Scalpone, vice president, becomes general executive coordinating radio and TV activities in domestic and overseas office.

Leonard F. Erickson becomes head of radio-TV department in New York office in addition to his other duties. Hendrik Booraem named vice president and manager of new program development in radio and TV. J. Neil Reagan, manager of Hollywood office, named to vice presidency. William C. Dekker named vice president in charge of media in New York office coordinating all media activity. John J. Flanagan, vice president, becomes manager of combined media department.

82 STATIONS, 4 NETWORKS SUBSCRIBE TO TV CODE

TOTAL number of subscribers to NARTB Television Code was 82 stations Friday afternoon, eve of March 1 effective date. Four TV networks are subscribers (early code story page 65).

Added to list of 77 station subscribers previously announced were WATV (TV) Newark; WCPO-TV Cincinnati; WFAA-TV Dallas; WOC-TV Davenport, Iowa; WOR-TV New York.

GRABHORN RESIGNS NARTSR

NARTSR board of directors, at special meeting Friday afternoon called by Vice President Eugene Katz in absence of President J. J. Weed, accepted resignation of Murray Grabhorn, general manager, who is joining Edward Petry & Co. March 15 (see earlier story, page 29). No successor to Mr. Grabhorn was named.

BUSINESS BRIEFLY

P&G SWITCH ● Procter & Gamble's Cheer, through Young & Rubicam, N. Y., understood to be planning to switch its spot radio budget into network by sharing sponsorship of *Pepper Young's Family* on NBC radio, five times weekly, with P & G's Camay soap.

CLORETS SPOT CAMPAIGN ● American Chicle Co., N. Y. (Clorets), through Dancer-Fitzgerald-Sample, N. Y., breaking another spot campaign starting March 17 in 15 radio markets.

TEXAS SATURATION DRIVE ● General Foods, N. Y., is starting saturation spot campaign in Texas for its instant Maxwell House coffee, effective today (Monday) for two weeks. Live copy with booklet offer will be used.

SHOE POLISH LATE ● Griffin Mfg. Co., Brooklyn (Griffin shoe polish), launches its annual spot campaign this year two months later than usual, starting early this month on about 175 stations throughout U. S. Bermingham, Castleman & Pierce, N. Y., is agency.

S. E. P. RENEWS ● Curtis Pub. Co. *(Saturday Evening Post)* renews *Keep Posted* on DuMont network. Agency: BBDO, N. Y.

LUSTRE COLOR EXPANDING ● Colgate-Palmolive-Peet, Jersey City, through Lennen & Mitchell, N. Y., presently using small six-week radio spot test for its Lustre Color, will expand in 29 top markets if test is successful.

ADAM HATS EXPANDS ● Adam Hats, N. Y., through Hirshon-Garfield, expanding radio spot schedule, effective March 17 for four weeks.

SWITCH PROGRAM ● Electric Companies Advertising Program, New York, switches its *Meet Corliss Archer* show from CBS Radio to ABC Radio, Sunday, 9:15-45 p.m. effective

(Continued on page 98)

MBS 30 Per Cent Stock Rule Eliminated

CLEAR VOTING control of Mutual Broadcasting System assumed by General Tire & Rubber Co. after half-day session in which representatives of all MBS shareholders approved elimination of by-laws ban on any single entity voting more than 30% of stock. Through acquisition of Don Lee Broadcasting System and more recent merger of its own radio-TV interests with those of WOR-AM-FM-TV New York, General Tire owns almost 60% of MBS stock.

Action to remove by-laws' stock voting restrictions was taken at MBS board meeting in Miami Thursday and was described as unanimous. Thomas F. O'Neil, Mutual chairman and General Tire vice president, presided. Question of change in Mutual's type of operation, which has long been subject of speculation, was not discussed at meeting, it was reported. All present board members continuing to serve.

Annual meeting of stockholders, when officers and directors are elected, set for April 24 in New York. At that time renewal of President Frank White's contract also will be decided; his present three-year pact expires April 30.

Miami meeting was described as "wholly harmonious," with what had been expected to be a two-day agenda dispatched in one long half-day session. MBS board members, in addition to Messrs. O'Neil and White, are Elbert M. Antrim, WGN Chicago; Willet H. Brown, Don Lee network; H. K. Carpenter WHK Cleveland; Benedict Gimbel Jr., WIP Philadelphia; J. R. Poppele, WOR New York; Frank Schreiber, WGN; Theodore C. Streibert, WOR; Linus Travers, Yankee network; James E. Wallen, MBS.

for more AT DEADLINE turn page

at deadline

NEW RADIO-TV SERVICE STARTED BY NIELSEN

NATIONWIDE measurement service covering weekly and monthly audience coverage of radio and TV stations and networks now placed in operation by A. C. Nielsen Co. Service purchased by NBC under contract calling "for largest single survey ever made by the research firm."

John K. Churchill, Benton & Bowles media research director, joins Nielsen firm in New York today (Monday) as vice president. Duties include direction of new service.

Six-point project said to include weekly audience for each station and network for entire U. S. and separately for each county or other economic area, showing within few hours unduplicated coverage of any proposed station or network group; composition of weekly audience by frequency of listening and economic status, family size and composition, TV ownership, car ownership, race, farm ownership; monthly audience of each station and network; homes reached per minute by each network affiliated radio station, by morning, afternoon, evening; out-of-home radio listening; ownership of multiple radio sets, car radios and TV sets.

THIRD FM PROMOTION DRIVE STARTS IN WASHINGTON

THOUSAND of announcements calling attention to District of Columbia "FM Month" campaign being broadcast by AM and FM stations in Washington and surrounding area. Drive started Saturday. It is third conducted under NARTB and Radio-Television Mfrs. Assn. auspices, with cooperation of dealers and distributors, as means of stimulating FM set sales and listening.

Sales of FM sets rose sharply in North Carolina as result of campaign in that state, first of series, according to John Smith, NARTB FM director.

TV APPLICANTS ASK FOR REVISIONS

BELIEVED to be first of pre-freeze TV applicants to revise application to meet expected changes in allocations, WEMP Milwaukee Friday filed amendments for 100 kw on Channel 6 with 1,021 ft. antenna height above average terrain. New transmitter site on northside of Milwaukee is 170 miles from nearest co-channel transmitter, WOC-TV Davenport. Milwaukee station, 45% owned by WTCN-AM-FM-TV Minneapolis, went through part of hearing before 1948 freeze was imposed. In revised application, WEMP also updated cost figures, estimated $900,000 construction costs (vs. $258,000 in old application); $916,000 cost of first year's operations (vs. $116,000). FCC proposed to delete Channel 6 from Milwaukee in "Third Notice" last year. That was based on 180-mile minimum city-by-city separation factor.

TITO INTERVIEW

UNITED PRESS Movietone Television Films announced Friday release of exclusive interview with Marshall Tito of Yugoslavia who, in English, sent personal message to American people asking for sympathy with his efforts to "Create a happy new strong Yugoslavia."

In this Issue—

For first time Congress begins to face the question of what privileges to accord radio and television in covering Congress. It's forced to face it by a summary ruling of Speaker Sam Rayburn ousting radio-TV from all hearings. A show-down battle is indicated. *Page 23.*

Big retail clothing chains are planning radio budget expansions. *Page 27.*

As predicted, Vice Chairman Walker becomes chairman of FCC and Robert T. Bartley, Sam Rayburn's nephew, moves into Commission vacancy. *Page 25.*

CBS is hungry for television stations. It has several deals in the works to pick up the maximum of five owned outlets—either by purchase, trade or partnership. *Page 23.*

Wayne Coy has another deal on the fire with Time Inc. He and Time may jointly buy KOB-AM-TV Albuquerque. *Page 25.*

The government is sniffing at what could become one of the biggest anti-trust investigations in years—that of the whole radio and television manufacturing industry. It will be up to a federal grand jury to decide such questions as whether FM was stifled by an industry conspiracy and whether another conspiracy exists in the case of color TV—and if so whether anti-trust laws have been violated. *Page 27.*

NBC's combined radio and television sales in 1951 were $137 million, a 48% gain over the previous year. All the increase came from television. *Page 29.*

Zenith Radio Corp. seeks FCC OK of Phonevision, wants a rule-making hearing at which it will demonstrate various techniques of subscription television. *Page 82.*

Though nothing is certain about it, there are indications that government restrictions of radio-TV construction may be relaxed this year. If so, it would be news of special interest to prospective TV station builders. *Page 28.*

Forecast now is for a later spring around the FCC, where the wise money is being placed on March 22 as the earliest date the thaw of the TV freeze can be expected. *Page 65.*

National Production Authority is expected to exempt theatrical colorcasting from the color television manufacturing ban. *Page 66.*

Addenda to 1952 BROADCASTING YEARBOOK appears on *Page 46.*

Upcoming

Mar. 3-6: Institute of Radio Engineers national convention, Waldorf-Astoria Hotel and Grand Central Palace, New York.

Mar. 3: NARTB AM Committee, NARTB Hdqtrs., Washington.

Mar. 5: NARTB FM Committee, NARTB Hdqtrs., Washington.

(Other Upcomings page 34)

Closed Circuit

(Continued from page 5)

commercials out of curiosity to see how match terms of document. Heavy demand copies of code, incidentally, from advert agencies.

APPOINTMENT of parent company execu to coordinate its radio-TV operations sh may be made by General Tire & Rubber which controls (58%) Mutual and owns Ya Network, Don Lee and General Telep (WOR-AM-FM-TV). Thomas F. O'Neil erating head of radio-TV properties for G eral Tire, expected to designate new of who would headquarter in New York.

TO AVOID any implications of favoritis J. A. Milling, Electronics Production B chairman and NPA Electronics Div. chief divorced himself from top-level agency disc sions on revised color TV equipment ban. S Ed Johnson (D-Col.) had noted Mr. Millin association with RCA Service Co. in letter Defense Mobilizer Charles E. Wilson [B Jan. 28].

WASHINGTON attorneys and others are r ceiving inquiries about pitch being made "Economic Education Fund," St. Louis, f support of project to amend Communicatio Act for permanent station licenses after fi years of operation. Pamphlet, which alleg FCC suppresses free speech, has America Fir connotations. It supports candidacy of Wi liam R. Schneider, St. Louis attorney, f President on Republican ticket. Latter is e tered in New Hampshire primaries. Co plaints to FCC last year over refusal of se eral St. Louis stations to accept broadcas are recited in pamphlet titled, "Survival Communist-Socialist Gold Brick World."

INTERNATIONAL TELEMETER PLANS SEPTEMBER TEST

PUBLIC TEST of coin-box subscription T in September was announced last week International Telemeter Corp., half-owned Paramount Pictures. Tests will take place California desert resort of Palm Springs, w consist of (1) community antenna system a (2) scrambled picture service.

Plans made public at Los Angeles demonstr tion (over KTLA) of ITC "pay-as-you-loo subscription method. ITC will erect $100,0 master receiving antenna on mountain we of Palm Springs, 90 miles from Mt. Wils where all seven Los Angeles TV stations a located. Subscribers to community anten service will pay $150 up for installation, per month for service. ITC has also made a rangements with three Palm Springs theat owners to feed feature films in scrambled for over the system which subscribers can cle up through coin-box payments. Fee will regular theatre admission price, with IT keeping only small percentage; remainder g ing to theatre owners. Subscription serv will use Channel 6 (82-88 mc), will not int fere with reception of Los Angeles program ITC also hoping to acquire block of Paramou features for future Palm Springs closed circ tests.

During demonstrations last week, followi movie industry leaders were in audience: C. DeMille, Charles P. Skouras, Walter Wang Hal Wallis, Sol Lesser, Y. Frank Freema Steve Broidy, William Thomas, William Pi and Sam Briskin. Also present was John West, NBC Western Div. vice president.

for more AT DEADLINE see page 98

THERE'S NOTHING BETTER THAN...

FIRST PLACE!

Hooper - Omaha - Council Bluffs,
December, 1951

	KOWH	Sta. "A"	Sta. "B"	Sta. "C"	Sta. "D"	Sta. "E"
MORNING 8 A.M. - 12 Noon Mon. - Friday	**33.5**	13.3	25.4	13.4	10.0	1.3
AFTERNOON 12 Noon - 6 P.M. Mon. - Friday	**47.8**	23.8	10.4	11.4	8.1	2.0
SATURDAY 8 A.M. - 6 P.M.	**41.9**	14.5	16.1	10.5	10.4	3.7
TOTAL* 8 A.M. - 6 P.M. Mon. - Saturday	**42.1**	18.8	16.4	11.9	9.1	2.1
COST PER POINT based on station's one time one min. rate.	**30¢**	$1.60	88c	$1.67	82c	$3.33

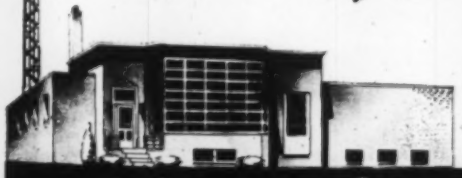
* Every rated hour shown above given equal weight

- *Largest total audience* of any Omaha station in every time period, weekday morning, weekday afternoon, all day Saturday — and Sunday!
- *Largest share-of-audience,* in any individual time period, of any independent station in all America!*

* Based on the latest available Hooper share of audience for unaffiliated stations including the Omaha and Council Bluffs Market (Oct.-Nov., 1951) ... 12 noon through 6 P. M.

Represented Nationally By

The Bolling Co.



Kowh
OMAHA

"Americas' Most Listened-To Independent Station"

Have you caught up with the new Canadian census?

It happens every ten years. The new figures now show Canada to be a market of over 14,000,000.

Some live here—some there—from Gander, Newfoundland, to Port Alberni, Vancouver Island.

Not much in common, either. But two things that should interest you.

First, their standard of living is phenomenally high. Secondly, radio in Canada reaches 95% of all homes.

Something else you should know is that radio in Canada *really* sells them. We have no TV stations and there are many places where other media coverage is absent or spotty.

But not radio. "In Canada you sell 'em when you tell 'em!"

For any radio information you want about this rich market, ask any of our independent member stations from coast to coast or write to us.

A message from the 103 member stations of the Canadian Association of Broadcasters whose voices are invited into over 3 million homes every day.

CANADIAN ASSOCIATION OF BROADCASTERS

108 Sparks St., Ottawa. **37 Bloor St., West, Toronto.**

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices:
870 National Press Bldg.
Washington 4, D. C. **Telephone ME 1022**

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WASHINGTON HEADQUARTERS

SOL TAISHOFF, *Editor and Publisher*

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ADVERTISING: S. J. PAUL, *Advertising Director;* Eleanor R. Manning, *Assistant to Advertising Director;* Kenneth Cowan, *Advertising Representative.*

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1, *CEntral 6-4115;* William H. Shaw, *Midwest Advertising Representative;* Jane Pinkerton, *News Editor.*

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Marjorie Ann Thomas.

TORONTO: 417 Harbour Commission, *EMpire 4-0775* James Montagnes.

Annual subscription for 52 weekly issues $7.00.

Annual subscription including BROADCASTING Yearbook (53rd issue) $9.00, or TELECASTING Yearbook (54th issue) $9.00.

Annual subscription to BROADCASTING • TELECASTING including 54 issues $11.00.

Add $1.00 per year for Canadian and foreign postage. Regular issue 35¢ per copy; 53rd and 54th issues $5.00 per copy.

BROADCASTING • Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING •—The News Magazine of the Fifth Estate Broadcast Advertising • was acquired in 1932 and Broadcast Reporter in 1933.

• Reg. U. S. Patent Office

Copyright 1952 by Broadcasting Publications, Inc.

The biggest "small part" in the world!

Many of the parts needed in factory production are mighty small. But these parts can loom up mighty *large*—when they're missing!

For tiny as they are, their absence can halt an entire production line—can cost a manufacturer thousands of dollars *every day* while he waits for replacements to arrive.

And the sources of supply are often hundreds of miles from his factory!

What does he do? He cuts replacement time from days to hours. He gets needed parts the world's fastest way—via Air Express!

The money saved by Air Express speed is figured in millions—but its cost is counted in pennies. Whether you need steel bolts or bolts of cloth, you can profit from regular use of Air Express. Here's why:

IT'S FASTEST—Air Express gets *top priority* of all commercial shipping services—gives the fastest, most complete door-to-door pick-up and delivery service in all cities and principal towns at *no extra cost.*

IT'S DEPENDABLE—Air Express provides one-carrier responsibility all the way, gets a *receipt upon delivery.*

IT'S PROFITABLE—Air Express service costs less than you think, gives you many profit-making opportunities.

New parcel post regulation affect you? Call your local agent of Railway Express, Air Express Division.

AIR EXPRESS

GETS THERE FIRST

It pays to buy the giant economy size

WBBM has
than the next
stations

*Projections based on 1951 averages, Pulse of Chicago.

more audience

2 Chicago

...combined!

WBBM Chicago's *Show*manship Station

Phone WHitehall 4-6000, Chicago—or any

CBS Radio Spot Sales office—for availabilities.

W·I·N·D

BEST

CHICAGO

BUY

ENTIRE YEAR 1951

7 DAYS A WEEK—6 A.M.-MIDNIGHT

	SHARE OF AUDIENCE	BASE "A" HR. RATE
NET A	27.6%	$1100
NET B	15.7%	$900
WIND	13.0%	$250
NET C	10.2%	$900
NET D	9.5%	$900
IND B	8.1%	$338
IND C	5.9%	$300
IND D	3.0%	$240

SOURCES: PULSE OF CHICAGO, 1951; SRDS

•

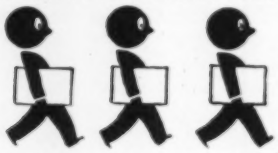
"The Most Homes Per Dollar Station"

•

400 N. MICHIGAN AVE., CHICAGO 11, ILLINOIS

AM RADIO SALES CO., REPRESENTATIVE

ROBT. MEEKER & ASSOC.
West Coast Representatives



agency

J. M. HICKERSON, president of Albert Frank-Guenther Law, N. Y., resigns. He is expected to announce formation of his own agency shortly.

THOMAS J. ELLIS, Cecil & Presbrey, N. Y., appointed media director of Grant Adv., same city.

THAD McCARTHY, Rio de Janeiro office of J. Walter Thompson Co., joins agency's New York staff.

ROY L. BERRICK to Mann-Ellis Adv., N. Y., as account executive.

DAVID D. BROWN, manager Kastor, Farrell, Chesley & Clifford, Chicago, to contact staff, Tatham-Laird, that city.

WILLIAM P. HENDRICKS elected a vice president Casler, Hemstead & Hanford, Chicago, where he is account executive.

H. D. ROACH, account executive, Young & Rubicam Ltd., Toronto, has rejoined McKim Advertising Ltd., Toronto, as vice president and director in charge of marketing and research.

CARL CHESTER WICKSTROM, account executive, Lee Ringer Adv., L. A., elected vice president.

JACK SHEFRIN, former program director of WOAK (FM) Chicago [now WFMT (FM)], and WMID Atlantic City, N. J., joins John Kay Agency, Kansas City, as head of radio-TV production.

on all accounts

FRANK KNIGHT, radio and TV director of the Richard A. Foley Adv. Agency, Philadelphia, claims to have written and produced more singing commercials than anyone in Philadelphia. He has written for approximately 40 different products and services, both national and local.

At the age of 16, Mr. Knight decided he wanted to make advertising his career. At that time he was attending the Friends Central School in Overbrook.

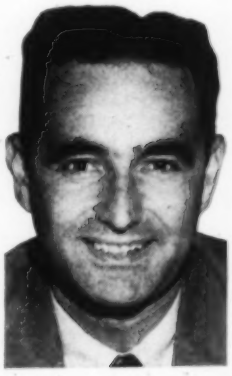
He went to see Wilfred W. Fry, president of N. W. Ayer & Son, who advised him to attend the U. of Pennsylvania's Wharton School to get the necessary background for advertising.

While he attended Penn, where he majored in advertising, he helped to write and produce the Mask and Wig shows and also lead the 110-piece university band for 2 years. He graduated from the U. of Pennsylvania in 1941.

The Campbell Soup Co. selected Mr. Knight for their marketing training program of advertising while he was still in college. With the war came brief duty as a Coast Guard bandsman. In 1945 he joined the WFIL Philadelphia advertising and promotion department. At this time he began writing and producing radio and TV singing commercials on a freelance basis.

In 1949 he became the radio and TV director of J. Cunningham Cox Adv. One year later he joined the Foley agency as radio and television director.

At Foley, Mr. Knight originated a time buying form which simplifies the purchase of spot radio and television and has since been adopted by many other advertising agencies [B•T, Oct. 2[illegible] 1951].



Mr. KNIGHT

Some of the radio and TV accounts of Foley are the Baltimore & Ohio Railroad, French's Pet Supplies Products, Abbotts Dairies, Delaware Park Race Track, Burk's Meats and Klix Dog Candy.

The Beneficial Saving Fund singing commercials which was written by Mr. Knight, has been on the air for six years with the same tune and lyrics and is still being aired about 3[illegible] times a week. Frank's Esslinger Beer jingle has averaged about a hundred airings per week in Philadelphia in one year.

Mr. Knight believes "that the most successful commercials are those that drive home product

(Continued on page 62)

beat

MICHAEL LEVIN, Ward Wheelock Co., N. Y., to Erwin, Wasey & Co., that city, as director of radio-TV creative productions.

LEON RONNEL, account executive, Dan B. Miner, L. A., to Lee Ringer Adv., same city, in similar capacity.

CALVERT & PERRY Adv., Hollywood, organized by **J. RUSSELL CALVERT** and **NORMA PERRY**, formerly known as Food Adv. Co., same city.

JERRY B. HOOPES, Leo Burnett Adv., Chicago, to C. Wendel Muench & Co., that city, as art director.

RAND ADV., N. Y., opens new offices in Hollywood at 6399 Wilshire Blvd. **SELIG J. ALKON** is vice president in charge.

JAMES G. WELLS, Buffalo advertising executive, announces formation of James G. J. Wells Inc., Hotel Statler, Buffalo, of which he is president. **GENE NOVAK**, producer, appointed radio-TV director and **KENNETH KAPLAN** named account executive.

Mr. Wells

VIRGIL A. WARREN Adv., Spokane, and **ATHERTON ADV. AGENCY**, Los Angeles, elected to American Assn. of Advertising Agencies.

EDGAR W. CLARK, merchandising manager of tire division of Dayton Rubber Co., Dayton, to Kenyon & Eckhardt, N. Y., as sales promotion director in promotion and publicity department.

VIRGIL B. LOCKWOOD, copy department of Beaumont & Hohman, Seattle, added to copy writing staff of The Condon Co., Takoma, Wash.

JOHN H. RIORDAN Co., L. A., relocates at 3670 Wilshire Blvd., that city.

DOROTHY SEELEY, production manager, Louis Bass Co., L. A., to Western Adv., same city, in similar capacity.

JAMES L. EGOLF, Beck Engraving Co. of Philadelphia, has joined production department of Gray & Rogers, that city.

ARGUS Adv., headed by **CLARENCE B. HOROWITZ**, opens Los Angeles offices at 303 S. New Hampshire St. Telephone is Dunkirk 8-6187.

JOHN I. EDWARDS & Assoc., Los Angeles, moves to 1520 N. Gower St., Hollywood, in mid-March.

DON BLACK, assistant account executive, Edward S. Kellogg Co., L. A., resigns to enter U. S. Navy.

WELSH-HOLLANDER, Los Angeles advertising agency, announces opening of new offices at 350 S. Alvarado St., that city, effective March 1.

ROBERT D. SLATE, *San Francisco News*, to Gilman, Nicoll & Ruthman, S. F.

JULIAN W. PEARSON, Gray & Rogers, Phila., has joined Robert S. Kampmann Jr. Adv., same city.

MRS. JOSEPHINE H. HOOVEN of United Features Syndicate has joined the copy staff of N. W. Ayer & Son, Phila., in educational department.

JOSEPH D. KNAP Jr., Badger & Browning & Hersey Inc., N. Y., to Wesley Assoc., that city, as media director.

JEAN WADE RINDLAUB, vice president of Batten, Barton, Durstine & Osborne Inc., N. Y., named honorary vice president of the Gamma Alpha Chi, professional advertising fraternity for women.

JOSEPH G. MASON, copy executive with Geare-Marston Inc., Phila., to copy staff of Buckley Organization, that city.

RICHARD CRISP, research director at Tatham-Laird, Chicago, to discuss copy testing at American Marketing Assn. workshop session there Wednesday at De Paul U.

HOOPER* *Again Proves*
KVOO IS YOUR BEST BUY IN OKLAHOMA'S NO. 1 MARKET AREA

*November, 1951

Share of Radio Audience

	KVOO	"B"	"C"	"D"	"E"	"F"
8 to 12 a.m.	**28.8**	22.9	20.1	4.4	15.1	7.1
12 to 6 p.m.	**43.8**	26.0	7.5	6.6	14.5	2.7
6 to 10:30 p.m.	**41.3**	30.8	13.4	7.3	*	4.8
6 to 8 a.m. (Indicative)	**43.2**	24.2	6.8	2.5	**	19.4
Sunday — 12 to 6 p.m.	**24.4**	20.8	9.9	12.0	21.0	13.6

* Daytime only
** Signs on at 7 a.m.

If your advertising dollar needs to do its best possible job (and whose advertising dollar doesn't?) You'll measure it on a cost per listener basis. When you do that you'll choose KVOO, Oklahoma's Greatest Station.

KVOO
Oklahoma's Greatest Station
50,000 WATTS 1170 KC NBC AFFILIATE
TULSA, OKLAHOMA
National Representatives—Edward Petry & Co., Inc.

open mike

NCAA, Please Copy

EDITOR:

This is an unusual greeting to come from the promoters of a football event; yet the board of directors of the National Milk Bowl, annual football classic for small-fry elevens, do welcome [radio-TV] coverage of that bowl.

It is a little early perhaps to start talking about bowl coverage; there is a possibility, however, that advertisers or television-radio executives may want to list something in their "future book."

The 1951 National Milk Bowl, held in Marlin, Tex., was listed by the Associated Press as one of the 15 leading bowl classics along with the Cotton Bowl and the Rose Bowl . . . There are a score or more of satellite inter-county bowls in Texas from which a Texas representative is chosen to meet a team from out of state . . .

Joe Moore, for 10 years a lead-off man for the New York Giants baseball team, is president of the Milk Bowl Inc., a non-profit Texas corporation which distributes bowl profits to needy youth without administrative charge . . .

Eugene C. Weaver
The Allen Military Academy
Bryan, Tex.

[EDITOR'S NOTE: Players on Milk Bowl teams must not be more than 15 years old and must weigh less than 100 pounds.]

Hyphen Trouble

EDITOR:

Your hyphen in today's issue [Feb. 25] hurts. I am not sure how much damage it will do ultimately.

Our forthcoming study is *not* a "CBS-Standard project." It is not fair to our clients who are affiliates of the other networks to call this job a "CBS-Standard project." . . .

Perhaps it would help you to remove the hyphen if you were to consider the following:

1. Although 88 of our clients are CBS affiliates, 225 belong to other networks.

2. Seventy-five of our clients are not affiliated with any network.

3. When I last ran up the dollar figures, more revenue was coming from NBC affiliates than from those of any other network. . . .

I do not mean to gripe and I certainly do not object to being associated with CBS in any industry-wide effort, but this is one in which we have tried to keep the base as broad as possible and would appreciate your cooperation with us to the extent you can.

Kenneth H. Baker
President
Standard Audit & Measurement Services Inc.
New York

[EDITOR'S NOTE: B•T regrets an unfortunate choice of terminology in Closed Circuit where accuracy suffered in the interest of terseness.]

* * *

Industrial Good Will

EDITOR:

Could I possibly impose on you again and ask you to send me a half-dozen or so copies of the Lawrence, Mass., story ["How Industry Makes Friends by Radio"] that you published on pages 26 and 34 of BROADCASTING • TELECASTING's Feb. 25 issue?

Woonsocket is faced with the same problem and perhaps I can start something with this idea.

Eugene A. Mailloux
Sales Manager
WHON Woonsocket, R. I.

* * *

Got Out the Vote

EDITOR:

It isn't that WOOD-TV in Grand Rapids, Mich., wants to grab off any credit, but the fact remains that balloting in the Feb. 18 primary election reached an unprecedented high this year. And this was WOOD-TV's first chance to promote elections on its new operation.

The public service announcements, which emphasized the material benefits to be derived from voting, rather than stressing such abstructions as "duty," "good citizenships," etc., were planned and prepared by John Corbett, producer at the station.

Willard Schroeder
General Manager
WOOD-TV, Grand Rapids, Mich.

* * *

Boiled in Oil

EDITOR:

There appears in the [Jan. 28] issue of B•T a full page advertisement for the oil industry.

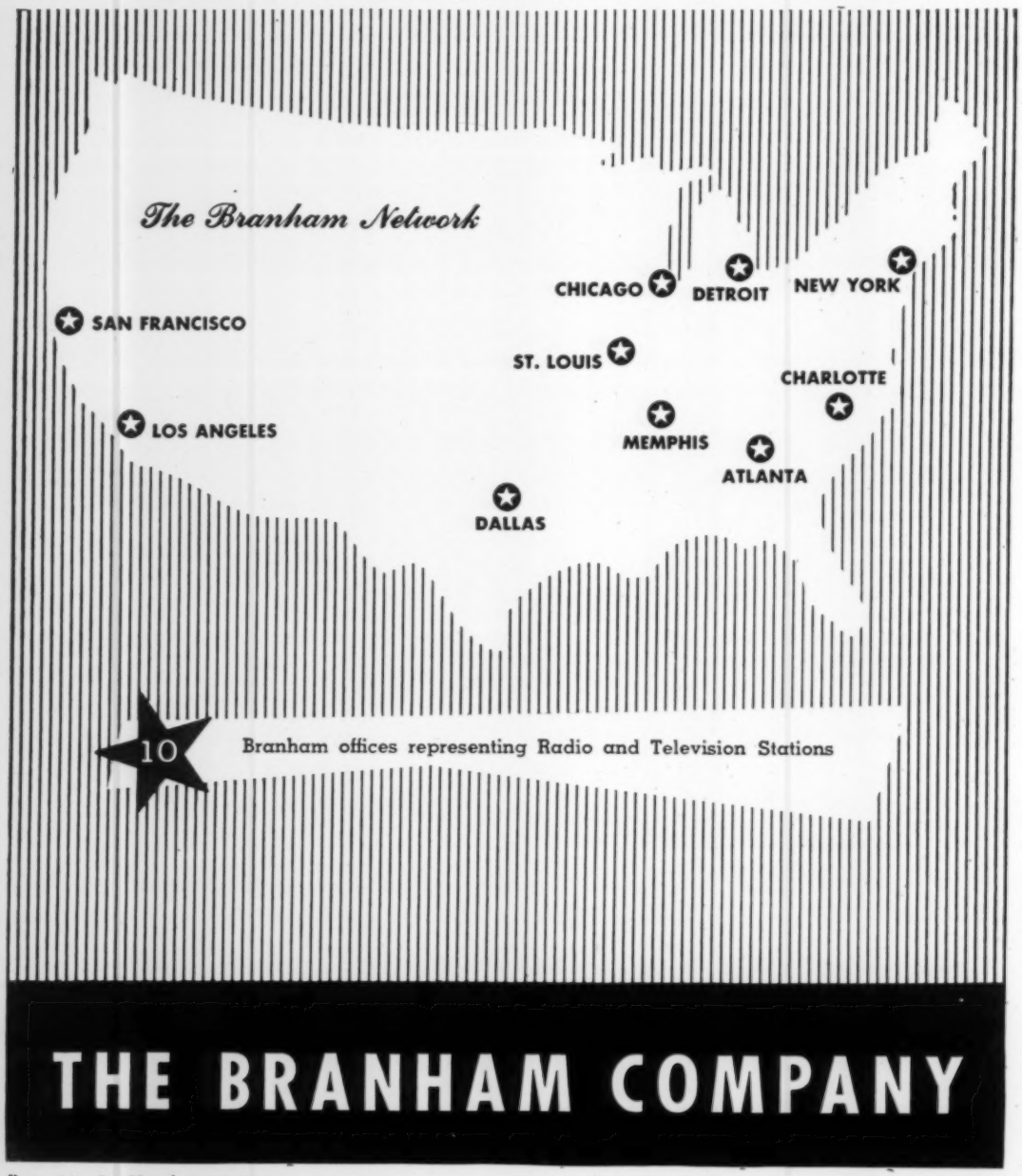
Fully one-third of this "newsletter" makes a comparison between the *newspaper* business and the business of oil. . . .

I'd like to point out that a great number of industries even at this late date do not break down and separate their ads, public relations reports and "newsletters" and channel them into proper media fields.

Mr. [H. B.] Miller [executive director, Oil Industry Information Committee] could very well have written and made a comparison between *radio* and his oil business.

Jack Davis
WPDQ Jacksonville, Fla.

(Continued on page 20)



THE BRANHAM COMPANY

TOP COVERAGE...to lead your Western sales parade!

Get in step with NBC Pacific Coast Network. NBC reaches 83.5% of all radio homes in the Far West. That means a bigger part of America's fastest growing market for you!

Are you getting your full share of the golden stream flowing from the Pacific Coast? Day or night NBC Pacific Network takes your sales message into more homes than any other network serving this area.

And 98% of all Pacific Coast families have radios in their homes!

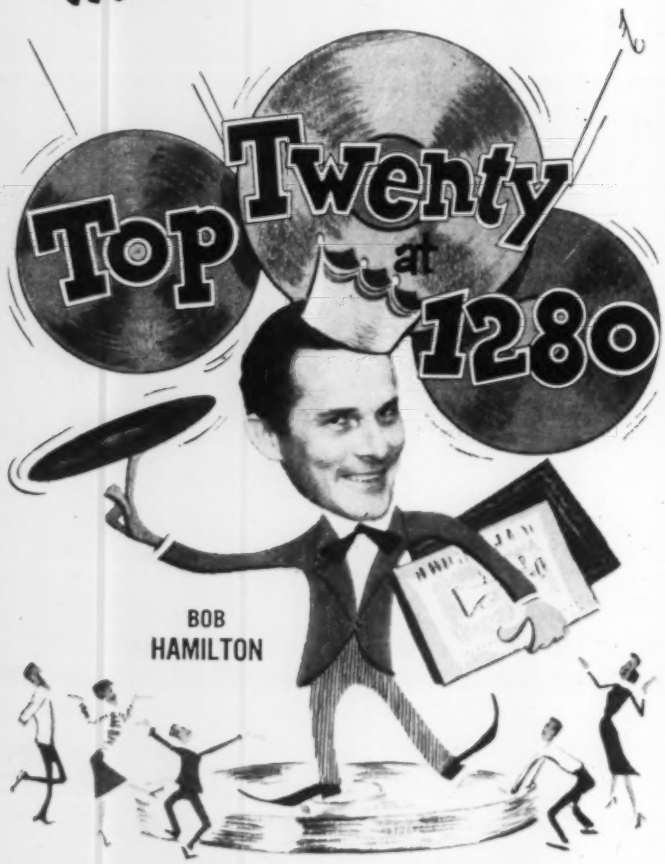
More than 11% of the national buying income is on the Pacific Coast... and it's getting bigger. Get your sales story to the greatest number of these potential customers over NBC Pacific Coast Network.

NBC costs per thousand are lower than those of any other network serving the Far West!

For complete details consult your nearest NBC Sales Office today.

WESTERN NETWORK
NATIONAL BROADCASTING COMPANY
A Division of Radio Corporation of America
HOLLYWOOD • SAN FRANCISCO • CHICAGO • NEW YORK

the TOP-Rated* Afternoon Show in New Orleans!



*Here's another sales-scoring "plus" for WDSU sponsors. The latest PULSE and HOOPER both show "Top Twenty At 1280" the most-listened-to late afternoon radio show in the New Orleans area. Put your sales message on WDSU—and you'll reach the vast "Billion Dollar New Orleans Market"!

Write, Wire or Phone Your JOHN BLAIR Man!

AM TV FM
WDSU
NEW ORLEANS
NBC

new business

Spot • • •

HOUSE OF WESTMORE Inc., Hollywood, beginning spot radio-T campaign in major markets for Tru-Glo liquid make-up. Compan advertising appropriations have doubled that of last spring. Agency Harry B. Cohen Inc., N. Y.

PIEL'S BEER to sponsor NBC package, *Dangerous Assignment*, o WCAU-TV Philadelphia and WNBT (TV) New York starting mid-March Agency: Kenyon & Eckhardt, N. Y.

TIDY HOUSE PRODUCTS Co., Shenandoah, Iowa, has expanded radi activity in the Midwest. *Kitchen Club*, 15 minute program, will be aire five times weekly on nine additional stations and *Haden Family Progra* has been placed on four additional stations five times weekly. Agency Buchanan-Thomas Adv., Omaha.

Network • • •

LEWIS HOWE Co., St. Louis (Tums), to sponsor *Barrie Craig, Confi dential Investigator* on NBC Tues., 8:30-9 p.m. EST, effective March 18 replacing *Tums Hollywood Theatre*. Agency: Dancer-Fitzgerald-Sample, N. Y.

TIME Inc., N. Y., to sponsor Thurs. 8:20-8:25 a.m. portion of NBC-TV *Today* program seen Mon. through Fri., 7-9 a.m. EST and CST. Contract is for 13 weeks. Agency: Young & Rubicam, N. Y.

LIGGETT & MYERS TOBACCO Co., N. Y. (Chesterfield cigarettes) starting TV film version *Gangbusters* on NBC-TV, alternating Thurs. 9-9:30 p.m. (EST), March 20. Series alternates with *Dragnet* for company's Fatima cigarettes. Agency: Cunningham & Walsh Inc., N. Y

BU-TAY PRODUCTS Ltd., L. A. (Rain Drops water softener), starts *Lucky U Ranch* series on 25 ABC western stations, Tues. and Thurs. 12:30-1 p.m. (PST), for 13 weeks from March 4. Agency: Dan B Miner Co., L. A.

HOFFMAN RADIO Corp., L. A. (radio, TV sets), starts second quarter-hour segment of *CBS News Room, Sunday Desk* on 11 Columbia Pacific Network stations, Sun., 5:30-6 p.m. (PST), for 52 weeks from March 2 Agency: Foote, Cone & Belding, L. A.

Agency Appointments • • •

ANGELIQUE & Co., Wilton, Conn., names Duane Jones Co., N. Y., to handle Black Satin, White Satin and Gold Satin perfumes, colognes and bath powders.

WHISTLE & VESS BEVERAGES Inc., St. Louis, appoints Olian Adv. that city.

M. JACKSON & SONS, L. A. (men's clothing), appoints McNeill & McCleery, Hollywood. JERE BAYNARD is account executive.

HEMET PACKING Co., Hemet, Calif. (fruits and vegetables), appoints Glasser-Gailey Inc., L. A.

GRANDMA'S CAKES AND COOKIES, Oakland, Calif., names Jewe Agency, that city.

HUCK-GERHARDT Co., Phila. (Wel-Bilt door manufacturer), appoints Gray & Rogers, same city.

SUSAN'S BABY STUDIOS, L. A. (portrait studios), appoints Walter McCreery Inc., Beverly Hills.

Adpeople • • •

KARL SCHULLINGER, manager of radio-TV production, Young & Rubicam, N. Y., to American Tobacco Co. in charge of radio-TV activities

LANDON J. SMITH, manager of chain store sales, Eversharp Inc., N. Y. promoted to eastern regional manager.

WILLIAM H. BAKER, executive, Raymond L. Sines & Assoc., S. F. and RALPH H. EICHER Jr., *Brookings Register*, Brookings, S. D., ap pointed to advertising staff, Tidewater Associated Oil Co., S. F.

EDWARD R. McDONALD, Ruthrauff & Ryan, S. F., joins Henry J. Kaiser Co., Oakland, as advertising and sales promotion assistant.

JOHN FORD
Dean of local newscasters. Morning news twelve years for same sponsor. No pundit . . . just fresh natural "folksy" style. Other news at 12:00 noon and 6:00 P. M.

CHARLES McCUEN
Crisp, authoritative delivery . . . formerly KRNT Des Moines news chief. Heads up thirty-three man news staff. Heard week nights, 9:00 P. M.

At WTCN *we have* **NEWS** *for You!*

The Equipment and Staff to cover it:

The Audience to hear it:

. . . and the Newscasters to deliver it!

This year . . . and this month . . . Politics is News! From the red fire preamble to the morning of November 5, election news is creating a bonus for news sponsors.

In the Minneapolis-St. Paul market WTCN-Radio has built listener loyalty for their news programs with this formula:

To Network news . . . add Local news
Well Covered, Written, and Told

To our listeners local news, color, names are top news items. A staff of thirty-three works on news from radio cars, mobile transmitters, in our news room, and from surrounding towns. Costs money . . . and builds audience.

No "Rip and Read" boys

Good leg men, expert re-write staff, careful editing by trained editors! Radio news on WTCN is colorful and complete, well-written, pre-viewed by the newscaster . . . then well told.

The friendly voices Northwest folks know

WTCN newscasters . . . *not* announcers . . . know *how* to deliver news. They are part of the life of folks out here.

News . . . carefully built and expertly delivered . . . has made WTCN a dependable *source* of news and therefore a sound medium for your advertising.

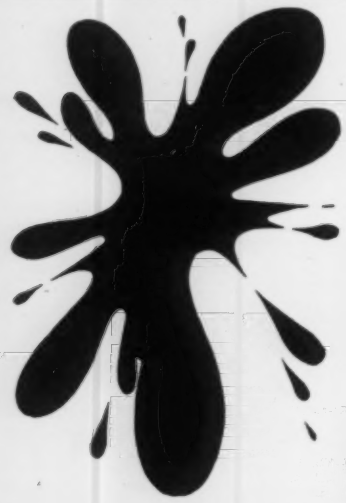
"They knew his bell, his voice: and so the friendship of a voice with many people was formed"

WTCN-Radio

and WTCN-TV **MINNEAPOLIS—ST. PAUL**

Town Crier of the Northwest

National Representatives
FREE AND PETERS



WOOPS!!

Just to catch your eye, Mr. Timebuyer—Here at WRC, we feel that our sales story is something more than marks on paper. The statistics live, breathe and tell the wonderful success of WRC's dominant position in this rich, always-growing market.

WRC listening is up—way up. Some very choice availabilities in spots and programs are keyed to the listening tastes of the capital city. You see, we know this market, and we know what we can accomplish for a product. We've been here a long time, growing with our audiences.

The latest American Research Bureau report tells the story. We'll stand on that!

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

FIRST in WASHINGTON

WRC NBC

5,000 Watts • 980 KC

Represented by NBC Spot Sales

feature of the week

ACTION at Oklahoma State GOP convention was explained by newscaster Rogers for WKY-TV Oklahoma City viewers. Pickup was made by one of two cameras located on right side of stage in municipal auditorium. A second was placed at left side of stage and still another in forefront of delegation. Floor camera picked up speaker's table to Mr. Rogers' right and swung around for closeups of delegates. Stage units panned the convention scene. Interviews were handled by a second newscaster, John Fields. Scoreboard points up sponsor of TV coverage.

* * *

IF THE experience of WKY-TV Oklahoma City is any guidepost, telecasters who contemplate coverage of state political conventions had better discard any notion of following a rigid schedule.

That's the word from Bob Olson, WKY-TV program manager, and newscaster Mack Rogers after telecasts of the GOP Oklahoma state convention from the Oklahoma City municipal auditorium.

The station carried the highlights of the first political convention ever telecast in Oklahoma. The coverage was sponsored by Westinghouse Electric Corp., which also has agreed to underwrite CBS Radio and Television broadcasts of the two national party conclaves next summer.

Reporting on the turmoil which perhaps will be compounded a thousandfold next summer, Mr. Rogers said WKY-TV "soon discovered that political parties make up the rules as they go along and the highlights of the convention may come at any time." Mr. Rogers handled the commentary and Mr. Olson directed the telecast.

"This utter unpredictability of the convention itself was our main problem," Mr. Olson reported. "We

(Continued on page 61)

strictly business

IN THE LATE twenties, Arthur A. (Arche) Mayers, now president of Unity Television Corp., New York, left the family radio business to go into film work "because I wanted something new."

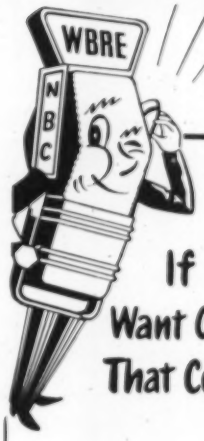
All this in spite of—and perhaps because of—his family's having been in radio for some time. They were, it is said, producers of the first electric radio set, in the days of battery receivers. Mr. Mayers had joined them, after a public school education, in their Argos Electric Co., but he now finds himself going full cycle with a business that distributes films for the newer form of broadcasting—television.

He left the family business, however, to become general manager of Colorfilm Corp., helping while there

(Continued on page 94)

Mr. MAYERS

Wilkes Barre's Reliable EAR Way*



If You Want Coverage That Counts...

Quote From Sales Management

"Your story is far stronger than last year. Your quality of market index is now 28% above U. S. average; 24% above Pennsylvania. You have topped $6,000 per annual family income . . . $1,102 above U. S. average."

WBRE
WILKES-BARRE PENNSYLVANIA
AM-FM NBC AFFILIATE

with 4 billion dollars annual cash income, half industrial, half farm; 97% radio saturated

our 30th year

whose study #2 revealed WMT's total weekly family listening as 338,480 (in 87 counties)

IOWA

CEDAR RAPIDS

(Linn County)

where WMT has 2 listeners for every 1 shared by all other stations combined

WMT

(Established 1925)

Basic CBS Network

NARTB

Rates effective June 1, 1951. (Card No. 18.) Card received May 15, 1951.

Owned and operated by American Broadcasting Stations, Inc.

Business Office and Studios—5th floor Paramount Theatre Bldg., Cedar Rapids, Iowa, telephone 6127.

Transmitter—1-1/2 miles east and 1-1/2 miles north of Marion, Iowa.

Wave—Power—Time

Operating power—5,000 watts.

500 meters; 600 kilocycles.

Licensed to operate full time. Operates on Central Time.

Daylight Savings Time not observed.

Operating schedule: Week days 5:00 a.m. to 1:00 a.m.; Sundays 6:30 a.m. to 1:00 a.m.

Agency Commissions

15% to recognized agencies on station time only; no cash discount. Bills due and payable 10th of following month.

General Advertising

For combination rates see CBS Radio Network (Basic Network).

Rates include music copyright fees. BMI, ASCAP and SESAC licenses.

Programs and announcements cannot be combined for the purpose of earning larger discounts.

Announcements run adjacent to higher time classifications will be charged at the rate of the higher classification.

Advertising of alcoholic beverages other than beer and wine not accepted; beer and wine programs only acceptable after 5:00 p.m.

Length of commercial copy:

	Programs		News	
	Day	Evening	Day & Eve	
5 minutes	1:30 min.	1:15 min.	1:15 min.	
10 minutes	2:15 min.	2:00 min.	2:00 min.	
15 minutes	3:00 min.	2:30 min.	2:30 min.	
25 minutes	4:00 min.	2:45 min.		
30 minutes	4:15 min.	3:00 min.		
45 minutes	5:30 min.	4:30 min.		
60 minutes	7:00 min.	6:00 min.		

When practicable management suggests copy be held below the maximum quoted above.

CLASS "A"

(5:00 p.m. to 10:00 p.m.)

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.	(*)
1 ti.	250.00	140.00	80.00	60.00	40.00	30.00	23.00
26 ti.	237.50	133.00	76.00	57.00	38.00	33.25	21.85
52 ti.	225.00	126.00	72.00	54.00	36.00	31.50	20.70
104 ti.	212.50	119.00	68.00	51.00	34.00	29.75	19.55
156 ti.	200.00	112.00	64.00	48.00	32.00	28.00	18.40
260 ti.	187.50	105.00	60.00	45.00	30.00	26.25	17.25
312 ti.	-----	-----	-----	-----	-----	25.40	16.70
500 ti.	-----	-----	-----	-----	-----	23.65	15.50

CLASS "B"

(12:00 noon to 1:00 p.m. and 10:00 p.m. to 10:15 p.m.)

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.	(*)
1 ti.	175.00	105.00	70.00	52.50	35.00	30.00	20.00
26 ti.	166.25	99.75	66.50	49.90	33.25	28.50	19.00
52 ti.	157.50	94.50	63.00	47.25	31.50	27.00	18.00
104 ti.	148.75	89.25	59.50	44.65	29.75	25.50	17.00
156 ti.	140.00	84.00	56.00	42.00	28.00	24.00	16.00
260 ti.	131.25	78.75	52.50	39.40	26.25	22.50	15.00
312 ti.	-----	-----	-----	-----	-----	21.75	14.50
500 ti.	-----	-----	-----	-----	-----	20.25	13.50

a.m. share of audience 80.4 (Hooper)

CLASS "C"

(7:00 a.m. to 12:00 noon, 1:00 p.m. to 6:00 p.m. and 10:15 p.m. to 10:30 p.m.)

1 ti.	140.00	84.00	56.00	42.00	28.00	24.00	16.00
26 ti.	133.00	79.80	53.20	39.90	26.60	22.80	15.20
52 ti.	126.00	75.60	50.40	37.80	25.20	21.60	14.40
104 ti.	119.00	71.40	47.60	35.70	23.80	20.40	13.60
156 ti.	112.00	67.20	44.80	33.60	22.40	19.20	12.80
260 ti.	105.00	63.00	42.00	31.50	21.00	18.00	12.00
312 ti.	-----	-----	-----	-----	-----	17.40	11.60
500 ti.	-----	-----	-----	-----	-----	16.20	10.80

afternoon share of audience 69.1 (Hooper)

CLASS "D"

(Before 7:00 a.m. and after 10:30 p.m.)

1 ti.	112.50	67.50	45.00	33.75	22.50	18.00	12.00
26 ti.	106.90	64.15	42.75	32.05	21.40	17.10	11.40
52 ti.	101.25	60.75	40.50	30.40	20.25	16.20	10.80
104 ti.	95.60	57.50	38.25	28.70	19.15	15.30	10.20
156 ti.	90.00	54.00	36.00	27.00	18.00	14.40	9.60
260 ti.	84.40	50.65	33.75	25.30	16.90	13.50	9.00
312 ti.	-----	-----	-----	-----	-----	13.05	8.70
500 ti.	-----	-----	-----	-----	-----	12.15	8.10

(*)Station break.

SPECIAL FEATURES

News Service—UP, AP, INS.

News service charge—1/4 hour, 10.00; 5 minutes, 5.00 net.

Strip Rates—Six periods per week (approximately 13 minutes) before 6:30 a.m. and after 10:45 p.m. daily except Sunday:

	Per wk.	1 wk.	13 wks.	26 wks.	39 wks.	52 wks.
6 times	140.00	133.00	126.00	119.00	112.00	
3 times	84.00	79.80	75.60	71.40	67.20	

The Sunrise Hour—Farm program, Monday through Saturday, 5:00 a.m. to 7:00 a.m. Available strips include a general program of news and live entertainment from 5:00 a.m. to 6:00 a.m.; news strip, 6:15 a.m. to 6:30 a.m.; transcribed musical feature, 6:30 a.m. to 6:45 a.m.; "Farm Forum," 6:45 a.m. to 7:00 a.m. Rates on request.

Sports—Sponsorship of Tait Cummin's sports broadcasts available on two, three, five or six per week basis. Rates on request.

"Midnight Serenade"—12:00 midnight to 1:00 a.m., seven days per week, sold on a daily rotating spot announcement participation basis, 1/2 Class "D" spot announcement rate, with frequency discounts as earned.

POLITICAL

One time rates apply; payable in advance. Copy of political speeches or interviews must be submitted 24 hours in advance and left as permanent record.

TALENT AND REMOTE CONTROL

Rates and details on request.

TRANSCRIPTIONS

Vertical and lateral.

Transcriptions accepted at regular rates.

Phonograph records accepted at all hours.

Library Service—Lang-Worth, Thesaurus.

Instantaneous reference recordings: Original auditions and program changes furnished without charge. Additional transcriptions, 1/4 hour 5.00 plus shipping charge.

SERVICE FACILITIES

Additional charge made when special announcers are assigned to programs outside of their regular shift.

Closing Time

All program content and advertising copy must be received at least 48 hours in advance.

Personnel

General Manager—W. B. Quarton.

Commercial Manager—Lewis Van Nostrand.

Prom. & Merchandising Mgr.—Leo F. Cole.

Representatives

The Katz Agency, Inc.

Plus 38 Iowa regional correspondents

Exclusive CBS Radio outlet in Eastern Iowa

Iowa's best frequency for receptivity

Eve. share of audience: 72.2. (Hooper)

Last month 189 spot advertisers used WMT. 138 of them are on a 52-week basis!

which see for further data. & dotted line talk.

Open Mike

(Continued from page 14)

Everywhereness

EDITOR:

You can put in your book that John S. Hayes, president of WTOP Inc., was quick to jump at your excellent editorial concerning the promotion of radio by radio [B•T, Feb. 18].

WTOP, AM and FM, are now lining up a multitude of spot announcements plugging the local "radio is everywhere" angle. In addition, John Hayes is giving over one or more sustaining half hours to be "sponsored by radio."

These will have "commercials" plugging the everywhereness of radio in the Washington metropolitan area.

Cody Pfanstiehl
Promotion Manager
WTOP-AM-FM-TV
Washington, D. C.

Technicians' Tizzy

EDITOR:

. . . I . . . doubt that any of these creditable broadcasters would particularly care to see the first phone requirements dropped because they are wise enough to recognize the fact that they must entrust the care, use, and uninterrupted operation of costly equipment to somebody, and certainly better to men who are interested enough in it to have invested their time and money in study to justify that trust. . . .

James P. Rogers
First Phone Man
WFPM Ft. Valley, Ga.

* * *

EDITOR:

. . . I read with much interest the article by William C. Grove in the Feb. 4 issue, "Operator Rules Changes." . . .

Recently our "engineers" began showing up at the last minute for work in the morning and in order to save our tubes a little (warmup, you know) our 68-year-old janitor now flips all the switches and pushes all buttons except the plate current button when he comes in to clean up each morning. By rights he ought to be called an engineer, but he can't even write his name. . . .

I warmed a comfortable chair in front a transmitter for a good, long time before I somehow became ensnared in this madhouse end of the business called management. I utter a silent prayer each night that Mr. Groves' proposals be accepted by the FCC.

Edwin J. Powell
V. P., General Manager
WMTE Manistee, Mich.

* * *

EDITOR:

. . . I should like to congratulate those men who are so adequately expressing their opposition to this vicious petition which, if accepted, will certainly prove detrimental to the radio broadcast industry . . . disemploy a large number of . . . who have studied and sacrificed . . . earned their first class license.

William Manley Estes
Columbia, Ky.

* * *

EDITOR:

. . . I for one hope the C[ommission] doesn't fall for that t[ale] about the shortage [of first c[lass] operators] . . .

I have worked where there was another capable man on the . . . and I've had to be called back f[rom] a vacation to tune the driver st[age] of a 250 w rig. You are afr[aid] for your chief to go out of t[own] in a case like that, or take anot[her] job, and he never gets a chance . . . take a vacation, since you would[n't] have anyone to depend on in ca[se] of trouble, and they haven't ma[de] even the 250's failure-proof yet.

So, you tightwads, loosen t[he] purse strings and divide the fru[it] properly, then you won't have occ[a]sion to ask the Commission t[o] destroy a profession to satisfy you[r] greed.

Earl Hodges
Chief Engineer
KRLW Walnut Ridge, Ar[k.]

* * *

EDITOR:

My heart bleeds for Mr. Web[b] and the 60% of the first clas[s] operators he says will be out of . . . job if the FCC operator rules ar[e] changed. I also feel deep concern for the hundreds of livery stable owners who lost their business when the horseless carriage hit the market. . . .

In our own case, a change in the rule will make no difference in the operating expense of this station. It will enable me to staff the station on a practical, sensible basis. . . .

J. B. McNutt Jr.
Gen. Mgr.-Chief Engineer
KBUD Athens, Tex.

* * *

Vanishing Tapes

EDITOR:

I certainly wish that those pe[r]sons that subscribe to and use th[e] services of BROADCASTING • TELE[VI]CASTING would live up to the goo[d] name that the publication has.

I wouldn't know how widespread the practice is or how many have been the victims, but I for one am a-cussin' those stations that run an ad for help asking for an audition tape and then never return same. Personally I have lost several tapes in this manner and because it's a blind ad a guy doesn't know to what station he should send an inquiry. . . .

Tapes, regardless of size, aren't cheap and so long as a mailing label and [return] postage are included when the tape is sent out there is no reason why they can't be returned . . .

Needless to say, many stations *are* prompt in the return of audition material that is sent to them. They make this job of looking for work much easier.

Edward R. Nix
Ex-Program Director
Riverside, Calif.

WLOF ORLANDO, FLORIDA
NOW HAS THE

3RD HIGHEST RANKING

HOOPER RATING (*) OF ALL MUTUAL NETWORK AFFILIATES IN THE NATION

SOME OF WLOF'S DAILY QUARTER-HOUR SHOWS ATTAIN A HOOPER SHARE OF AUDIENCE OF

48.2%

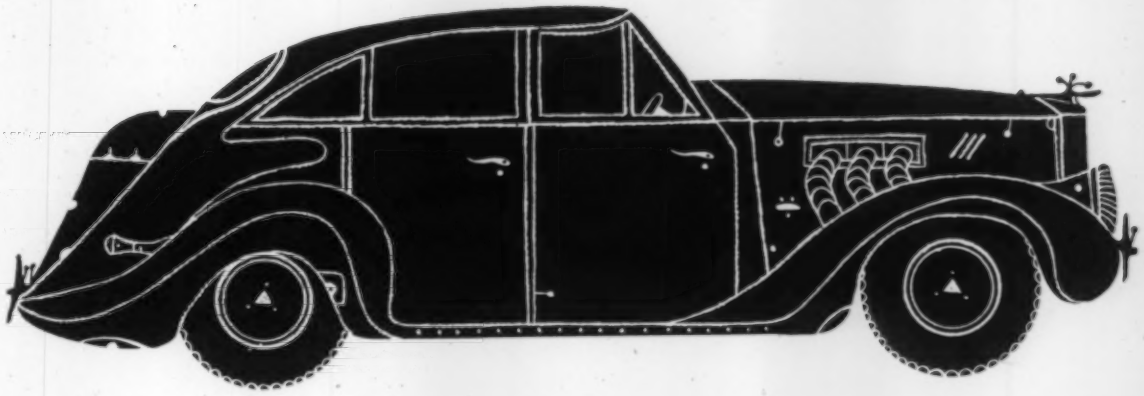
IN A FOUR NETWORK-STATION CITY

(*) Monday thru Sunday
12:00 Noon to 6:00 PM
Oct.-Nov., 1951 Study

FOR SPOT AVAILABILITIES CONTACT:
PAUL H. RAYMER COMPANY, INC.

WLOF

"FLORIDA'S SWEET MUSIC STATION"
5000 WATTS • 950 KC • MBS NETWORK
ORLANDO, FLORIDA
J. ALLEN BROWN
Vice President & General Manager



CUSTOM-BUILT TELEVISION

Television, A.D. 1952, has been engineered into a fabulously efficient advertising vehicle.

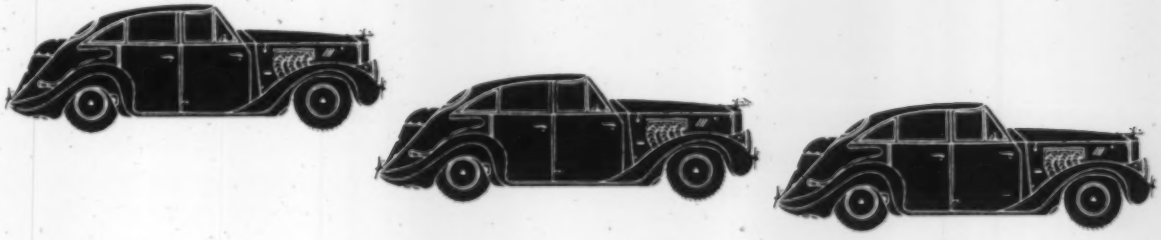
And Spot Program television uses all the standard parts which make TV effective...and adds a custom-built, one-of-a-kind, special body.

BUY TV BY SPOT and your station-list is shaped to your own marketing specifications. No unwanted "must" cities nor "must" stations to pay for; a red carpet in the cities you do want. Film programs assure audience-holding picture clarity in all your markets. Plus... savings in station rates which are enough to cover film prints, their distribution and other costs, if any.

These are only a few of the basic advantages of Spot Program television. If you are planning any sort of road test of this great vehicle, it will pay you to examine all the advantages of special-body TV, designed to your needs.

There are experienced TV salesmen in the Katz office nearest you, who can demonstrate in detail why more and more advertisers are saying:
YOU CAN DO BETTER WITH SPOT... MUCH BETTER.

AT ASSEMBLY-LINE PRICES



THE KATZ AGENCY, INC • NATIONAL ADVERTISING REPRESENTATIVES

488 MADISON AVENUE • NEW YORK 22, NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO • ATLANTA • DALLAS • KANSAS CITY • DETROIT